



YOUTH
MUSIC

ROUGH
TRADE
SHOPS

THE
LEFT
FIELD

MUSIC



PRESS RELEASE

CALLING ALL YOUNG MUSICIANS:

Do It Yourself with Build a Band 2008

Start your own label and play
Glastonbury with Youth Music



Youth Music, in collaboration with Rough Trade, has created a unique opportunity for young musicians aged 14-18 to form a brand new band to play at Glastonbury 2008 in a primetime Sunday slot on it's biggest undercover stage, The Left Field.

The competition is for individual musicians in any genre who have trouble, for geographic or sociological reasons, meeting other musicians and forming a band. The new band will meet for the first time on the first day of the festival and will receive four days of intensive coaching from music leaders and famous artists as they write and rehearse an original track to perform on The Left Field at 8pm on Sunday 29th June 2008.

To enter the competition, young musicians need to upload a demo of their music to www.roughtrade.com/buildaband08 by **19th May 2008**. Auditions will then take place in London, Liverpool, Manchester and Bristol, with the new band being selected from one of the cities, enabling them to continue playing together after the festival if they choose. Each winner will receive three tickets to Glastonbury for themselves and two chaperones, a backstage pass to the Left Field, and subject to the success of the band's performance and the quality of their song, Youth Music will publish the track as a single to be sold through Rough Trade.

Youth Music has a remit to provide music making opportunities to children who wouldn't usually get the chance, and Build a Band offers an incredible chance to join likeminded young musicians on a rollercoaster through the music industry event of the year.

For anyone who wants to enter but does not have access recording facilities, you can visit your local Youth Music Action Zone (www.youthmusic.org.uk for locations), or use the amazing facilities on the BBC Blast tour truck (www.bbc.co.uk/blast for locations and to book your place).

Free seminars on DiY label culture are being run across the country for young people to find out how they can promote themselves and their music. Find out more at www.roughtrade.com/buildaband08.

The National Foundation For Youth Music

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www.youthmusic.org.uk
www.soundstation.org.uk



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Quotes

"I am looking forward to this years Build A Band reaching out to our diverse communities and throwing all those ingredients into the cultural melting pot which is the Left Field at Glastonbury." *Geoff Martin, Left Field director*

"Rough Trade's ethos is very much rooted in the DIY culture of music, having championed new talent and musical innovation ever since we first opened at the birth of punk. Working with Youth Music gives us the opportunity to convert our knowledge into an educational experience, helping empower talent and inspire creative expression at an age when it can make a real difference" *Stephen Godfroy, Director of Rough Trade Retail.*

"Advancing technology and the growing number of formats, distribution channels and platforms can confuse the picture for artists, producers, labels and managers looking to develop and exploit the digital space. With the future increasingly pointing to all things DIY, these seminars seek to empower the next generation of artists to maximise their online presence, grow and nurture a fan base and distribute music digitally.

Those attending can expect to learn about how to establish and optimise their own websites, from the technical considerations and costs involved, through to understanding the basics of digital and mobile marketing - from SMS, blogs and podcasts. It will also demystify the process of selling your music online not only from artists' own sites, but also from 3rd party platforms." *Jonathan Robinson, Programme Director, MusicTank.*

SEE VIDEO DIARIES AND PROMO FROM LAST YEAR'S WINNERS:

Meet the band

<http://www.youthmusic.org.uk/news/general.jsp?ID=629>

Live at Glastonbury 2007

http://www.thesoundstation.org.uk/jsp/News_inner.jsp?ID=653

BUILD A BAND. 8pm Sunday 29th June

www.roughtrade.com/buildaband08

www.leftfield.coop

www.youthmusic.org.uk

For more information contact Liam Fay-Fright

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Ends...

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Notes for Editors

Youth Music

Youth Music is one of the National Lottery's great success stories. Set up in 1999, with a remit to support music-making activities for some of the UK's most disadvantaged young people, Youth Music has gone on to reach over 1.75 million children and young people, encouraging their talents, building their confidence and transforming the landscape of musical opportunity throughout the UK. The music-making supported is of the widest variety, from hip-hop and dj-ing to classical and jazz.

Youth Music occupies a unique position – distributing £10m per year of Lottery funding on behalf of Arts Council England. Despite its success, Youth Music aspires to reach out to ever increasing numbers of young people across the country. The vision is to create a sustainable environment to channel young peoples' creativity, enabling them to express themselves and develop their skills through music. The aim is to reach 3 million young people by 2010.

The Left Field

Following its successful inception at Glastonbury 2002, The Left Field has gone on to become the largest undercover stage at the festival. The Left Field aims to reaffirm the spirit of political debate among festival goers, promoting the value of trade union membership and collective campaigning. It's mantra is 'Music Can Make a Difference'.

Rough Trade Retail

Rough Trade is the UK's leading independent music retailer.

The first Rough Trade record shop opened its doors in 1976 with the arrival of punk. Ever since, Rough Trade has become renowned for authoritative recommendations of the most exciting new music, maintaining a peerless reputation amongst artists, labels, media and of course, music lovers across the world.

Artists such as The White Stripes, Ray Lamontagne, Jose Gonzalez, Gossip, Beirut and Lily Allen were all known and championed by Rough Trade way before they became stars. With two London shops, Rough Trade West (off Portobello Road) and Rough Trade East (off Brick Lane), the latter of which is the largest music specialist store outside of the US, Rough Trade are widely regarded as the definitive music specialist retailer, as innovative, influential and popular as the music they're respected for championing.

Rough Trade East only opened its doors last summer but has already established itself as the definitive music-lover experience the UK has to offer, attracting everyone from teenage punk students to 50something businessmen, flying in the face of the people who said the record store was dead.

For press images and logos, please visit www.roughtrade.com/press



BBC Blast gives 13–19 year olds a platform for their creative ideas and work. It provides access to, and guidance from industry professionals, and through creative projects helps develop new skills in music, fashion, film, creative writing, dance, art and design and gaming. Blast also gives young people a showcase platform, on TV, online and On Tour. For more info bbc.co.uk/blast

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MusicTank

MusicTank is the UK's music business network, an initiative of the University of Westminster, set up with the support of 14 UK music industry organisations.

A neutral body set up to encourage increased innovation across the UK music business, it aims to circulate innovative ideas, best practice and cutting-edge strategies to increase innovation and productivity across the business. Regular think tank debates bring hot topics into sharp focus and help pinpoint the opportunities created by disruptive technologies.

MusicTank conferences deal with everything from record production to copyright review while occasional social evenings blend the entertaining recollections of music business virtuosos with the opportunity to develop valuable industry contacts.

MusicTank aims to override traditional partitions by providing improved access to expert knowledge via musictank.co.uk, the leading music business web-site, offering free industry discussion on new business techniques alongside useful reports and comments from leading lights. MusicTank also produces a free monthly newsletter to keep subscribers up to date with all the latest music developments.

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