

****EMBARGOED UNTIL 9AM, THURSDAY JULY 26th 2018****



TALENT SUPPORTING TALENT IN 2018 MOBO UNSUNG!
Finalists to receive money can't buy opportunities with more organisations than ever getting behind fresh exceptional talent.

MOBO is proud to launch **MOBO UnSung 2018** – an emerging talent competition with support from PRS Foundation and Arts Council England. MOBO UnSung is one of the country's strongest talent competitions for unsigned artists producing original work. With a song writing session with multi MOBO Award winner **Craig David** and a master class from platinum songwriter Carla Marie Williams amongst some of the prizes, MOBO UnSung is back and bigger than ever.

MOBO is best known for providing the first TV platforms for exceptional talent, greatly contributing to the success of artists like Stormzy, Rita Ora, Craig David, Amy Winehouse, Emeli Sandé, Krept and Konan, Lady Leshurr to name but a few, whilst supporting and elevating new and exceptional talent through our MOBO UnSung programme.

This nationwide search for exceptional unsigned talent culminates in 10 finalists, known as the *MOBO UnSung Class of 2018*, who then go on to enter a year-long artist development program of industry and production workshops, performance and networking opportunities, guidance, etc. facilitated by MOBO and its partners through this compelling programme giving them the opportunity to make their mark with their music. The winner and two finalists will further receive a grant towards their work, alongside studio time, mentoring, production support and A&R.

Kanya King CBE, CEO and Founder MOBO : *"MOBO has supported a huge amount of new and emerging talent who went on to obtain commercial success. It is with this legacy that we are proud to launch MOBO UnSung 2018 and search the country for 'under the radar' talent. Through*

MOBO UnSung, which has built a reputation for talent discovery, MOBO continues to be a driving force for championing and celebrating talent at all levels, thereby contributing to the diversity and commercial success of the British music industry and the economy at large”.

The MOBO UnSung 2018 winner will receive money can't buy opportunities including the chance to create their own music video produced by one of the biggest and most innovative digital platforms for rising talent, **Link Up TV**, as well as the potential opportunity to perform at one of **Craig David's** 2019 UK Arena dates. The winner will also receive a distribution package from **TuneCore**, an artist first company helping artists get their music distributed all over the world whilst keeping 100% of their revenue and music royalties.

Other exciting activities and opportunities for the Top 3 will include a 12-month bursary membership to **The Hospital Club**, a unique London private members' club for those working in the creative industries as well the opportunity to perform at the MOBO UnSung Showcase at this venue. Apart from this the Top 3 will also receive studio time with producers at the state of the art **Tileyard Studios** to further enhance their creative output. Furthermore, a MOBO UnSung bursary, granted by **PRS Foundation**, will help them fund an aspect of development of their own choosing.

With MOBO and other music connoisseurs selecting the Top 20 from the very long list of entrants, the public will then be given the opportunity to choose the Top 10 who will go on to perform in front of the judging panel of talent and music industry professionals where they will decide the eventual MOBO UnSung 2018 winner.

Vanessa Reed, CEO, PRS Foundation *“We’re delighted to continue our support for the MOBO UnSung initiative. It provides a fantastic platform for talented emerging artists, and boasts some impressive outcomes including signings to major labels, performances at major festivals and tours across the UK. I look forward to seeing this year’s exciting shortlist of artists and following their journeys through this great initiative.”*

The MOBO UnSung Class of 2018 will get the chance to go through the **Tileyard Music** A&R process as well as receive opportunities to attend Industry seminars, where they will have the opportunity to learn about key areas of the music industry from some of the best in the music business including a master class for the Top 3 from **Carla Marie Williams**, multi-platinum songwriter for stars such as Beyoncé.

Carla Marie Williams "I live to champion raw talent and want to continue working with MOBO UnSung in exploring all areas of development & opportunities for young people!"

In line with MOBO's ethos, MOBO UnSung aims to motivate, elevate and celebrate emerging talent by providing priceless opportunities which significantly contribute to their personal and creative development whilst improving their understanding of the music industry - as part of MOBO's growing portfolio of activities that offer additional platforms and opportunities to exceptional talent across the creative industries.

Those who wish to enter MOBO UnSung 2018 can do so via www.mobo.com/unsung, with the first stage closing at 23:59 on 7th August

For more information, please contact:

MOBO UnSung: press@mobo.com OR unsung@mobo.com

Notes to editors:

About MOBO Organisation

The MOBO Awards were established in 1996 by Kanya King MBE to motivate, elevate and celebrate the outstanding achievements of artists in under-served musical genres, from gospel, jazz, soul, RnB and reggae to hip hop (and later grime and afrobeats). Now in its 22nd year, MOBO is a pioneer in its field, a movement. Over the years, MOBO has become much more than just an awards ceremony, it is now an iconic, year-round, agenda-setting global brand that successfully champions diversity and inclusion in music and broader cultural arenas. It strives to support emerging and independent talent and has provided an early platform for some of the nation's most-loved artists, from Amy Winehouse and Emeli Sandé to Sam Smith, Stormzy and Skepta. MOBO pursues its purpose to create more opportunities and access for diverse talent across the creative industries in film, TV, fashion, art and media. A drive to deliver social and cultural change is embedded in the organisation's DNA. With an ongoing successful talent development programme, a number of Executive Fellowships in the creative workplace and a host of annual training and educational opportunities for young people, MOBO influences the lives of countless people every year. In 2016, the charitable foundation **MOBO Trust** was established to support young people realise their potential in a wide range of disciplines within the creative sector.

Website www.mobo.com

Twitter: @MOBOAwards

Facebook: <https://en-gb.facebook.com/MOBOofficial/>

Instagram: @moboawards

YouTube: <https://www.youtube.com/user/mobotvofficial>