

Vocalzone

PRESS RELEASE
March 2017

Exiting the rainy shores of Britain, this week 3 talented artists from The Famous Company have travelled to the Hollywood hills of LA for a week of music production, performance opportunities and media interviews as part of their first ever UK to LA Exchange Programme in partnership with Vocalzone.

24 year old synth-pop artist Jemma Tweedie from Inverness known to fans as Lilura, 29 year old RnB singer Keri Whip from Redditch, and 32 year old dance-pop artist Kerri Mackay from Bath were selected out of hundreds of artists to take part in a once in a lifetime trip to work with The Famous Company's newly assembled creative team in LA. The award winning team of songwriters and producers credits include hitmakers will.i.am, One Direction, Lauryn Hill, Brian Eno, Joni Mitchell and Sade. Amongst them the team have a number accolades including Emmy Awards and session work with some of the worlds' biggest artists. The aim of the trip is to give UK artists an opportunity to experience the height of the global music industry in the entertainment capital of the world.

As part of our ongoing corporate partnership with The Famous Company the artists will be blogging and recording acoustic sessions in an iconic LA location. George Ponsford, Sales & Marketing Director of Vocalzone said "We're really pleased to be collaborating again with our friends at The Famous Company on their UK to LA Exchange Programme. Our commitment to supporting the exciting wave of emerging talent from the UK music scene is as strong as ever, and we're always looking for new and creative ways to work with artists around the country to help build their careers. We look forward to seeing our partnership with The Famous Company continue to grow even further."

Speaking about the opportunity prior to taking their flight, the participants said:

"I'm really excited to be going out to LA to represent the UK and work with the team out there, it's a great next step in my career. I have been really fortunate to work with some really great people within the music industry over the past few years. I think it goes to show that with the right people behind you anything is possible". **Kerri Mackay**

"I can't wait to head out to LA and work alongside some really great writers and producers. I'm hoping this is just the start of bigger things to come, but I know I can't let up if I want to become the best musician possible. I hope this trip allows me an opportunity to become a more experienced artist with some great new songs". **Jemma Tweedie**

"Taking my music to LA is a dream come true. I've worked so hard and I'm super excited to be given this opportunity. America seems like a tapestry of intrigue and I can't wait to enjoy this new experience". **Keri Whip**

Famous

When the participants return to the UK they will be deciding which of the tracks to develop further before recording topline vocals and starting work on the release campaign.

-Ends-

Notes to Editors:**About Vocalzone**

Vocalzone Throat Pastilles were created for the Great Italian Tenor Enrico Caruso in 1907, and have been on sale in the UK since 1912. To this day, Vocalzone continues to be used by high profile Performers around the world, including Sir Tom Jones, Snoop Dog, Metallica & Madonna to name a very few. Vocalzone has committed itself to supporting the talent emerging from the ever-growing music scene, whilst working with voice professionals from all backgrounds to promote healthy vocal care at home and at work. More information about Vocalzone can be found at www.vocalzone.com

Further Information

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