



**PRESS RELEASE FOR IMMEDIATE USE**

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**£30,000 grant to local music charity to launch a music project for young disabled people that's bringing a touch of Brazil to Reading.**

Readipop, Reading's music charity is launching an exciting new project this month that will give young people with disabilities the opportunity to record and produce tracks, start their own record label, promote gigs, work with artists from Brazil and learn about many other aspects of the music industry. Readipop are currently recruiting young people to take part in this project.

Realise! Is a one-year business programme for aspiring young disabled people inspired by Olympic ideals. The Readipop project will explore the Music Industry looking at the ever-changing landscape of the business promoting live gigs, producing tracks in the studio, making and marketing CDs and embracing the digital revolution.

Participants will not only learn about the creation of music, they will also get to release their material and learn the processes and legalities of what is involved including; design, manufacture costs, digital distribution, creating a website, promotion, press releases and organising gigs. The participants will set up their own record label and work on the production team at the 2012 Caversham Festival.

The project also has an exciting international dimension with studio tracks and remixes created in partnership with young people via Grupo Eletrocooperativa a music project based in Salvador, Brazil.

Readipop's Creative Director, Gavin Lombos, went on a research trip to Brazil in 2009 where he met Grupo Eletrocooperativa "We have been keen to find a project to allow us to collaborate with Eletrocooperativa since I met them at their base in Salvador. Both organisations work in similar ways and have similar goals using music and the creative arts to inspire young people and benefit communities."

"The young people in both Reading and Brazil will create music and share it with each other online and then work in their respective studios to remix each others tracks." Explains Rob Gilmour from Readipop "We're lucky to live in an age where that's possible. Ten years ago a project like this would've taken months just to get the files and tracks to each other."

If you're interested in taking part or getting involved in the Realise! programme, or you know anyone that

might be please don't hesitate to get in touch with us.

Email [rob@readipop.co.uk](mailto:rob@readipop.co.uk), call 0118 958 1447 or visit [www.readipop.co.uk](http://www.readipop.co.uk)

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- Realise! is a Create Compete Collaborate (CCC) and Accentuate project, delivered by Creative Junction. It's a one-year business programme for aspiring young disabled people. Readipop have been engaged by Creative Junction to deliver this strand of the Realise programme.
  - Image Credits: Images of Salvador, Brazil and Grupo Electrocooperativa, Photos by Gavin Lombos

**FOR MORE INFORMATION:**

Visit [www.readipop.co.uk](http://www.readipop.co.uk)

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