

**PRESS RELEASE: FOR IMMEDIATE RELEASE: THURSDAY 26<sup>th</sup> APRIL 2012**  
**MUSICALIZE 1<sup>st</sup> BIRTHDAY SPECIAL SET FOR 18 MAY 2012**

Musicalize will be celebrating one year in the live music business at Proud 2, The O2, London on **Friday 18<sup>th</sup> May 2012**.



The event features a strong line-up of UK artists that have been receiving support from all of the major players in the UK music scene over the past 12 months. Attendees on the night will be treated to performances from the likes of **Loick Essien**, **Angel**, **Sway** and **Donao**. Also gracing the Musicalize stage will be artists such as **Amplify Dot**, **Baby Blue**, **C4**, **In'Sight**, **Lady Leshurr**, **Lioness**, **Roxxxan**, **Vince Kidd** and **Xploder**. Following the live music there will also be a VIP afterparty to continue the celebrations with some special guests performing.

Also performing on the night will be the winner of a competition that the Musicalize team will be running offering an unsigned artist the chance to open the show. Speaking of the decision to do this Sophie Horne, co-founder of Musicalize said: "We never want to forget why we started doing live events. It was all about supporting up and coming artists and giving them a platform to perform alongside more established artists. By running this competition Musicalize will be able to give that one lucky artist an excellent opportunity in their career."

For this special event, Musicalize have decided to put on the event in support of a charity, [Youth Music](#). Speaking of the decision to support Youth Music, co-founder Ben Anderson stated: "After one meeting at the Youth Music offices we knew we had to do something special with them. They are a fantastic charity and one that is using the power of music to support young people and for us we're delighted that they saw something in Musicalize that made them want to partner with us. I look forward to a long lasting partnership with the charity."

Michael Smeaton, partnership manager for Youth Music also commented regarding the partnership: "We love the work that the Musicalize team are doing. It's no secret that they work with some of the best musicians and artists in the UK and their events are always a great place to network with people from all areas of the music industry. As Youth Music looks to raise its profile, teaming up with Musicalize was an obvious choice for us. We look forward to working with them on this and future events."

Hosting the event is [SBTV](#) new boy **Aaron Roach Bridgeman**. Aaron is no stranger to hosting events and commenting on why he was keen to get involved with hosting the event, Aaron said: "Musicalize is a growing event with a very clear vision and focus. I was delighted to work with the team in March for the first time and to come back for this special event is something I'm very much looking forward to. I love the work that the team are doing for up and coming artists as it is something I too am very passionate about and to be doing the event in support of an excellent charity only makes it better."

So with another strong line up and the promise of some good networking opportunities it would seem that on **Friday 18<sup>th</sup> March 2012** the place to be is Proud 2, The O2 to celebrate what is hopefully the first of many years to come in the live music business for Musicalize.

~ End ~

**Notes to Editors ONLY**

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For reviews, photos and videos from previous events please visit: [www.facebook.com/Musicalize](http://www.facebook.com/Musicalize)

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