

9 August 2013

Entries open for 2013 First Break search for Australian music talent

Commercial Radio Australia and the Mushroom Group announced today entries were open for the Australian search for new music talent initiative, First Break.

In its second year, First Break is a competition for unsigned artists and bands that are yet to break into the top 100 Australian national airplay chart. The winner, selected by several panels of music and radio industry judges, will be supported with metropolitan and regional commercial radio airplay for twelve months, as well as receiving financial support for two singles, touring and marketing from the Mushroom Group. The total prize is valued at over \$2 million.

Chairman of the Mushroom Group, Michael Gudinski said: "As a long term fan and champion of local music, I'm really proud to be backing First Break again in 2013. It's great that commercial radio is pushing upcoming Australian artists, and we think the partnership between commercial radio and Mushroom is the perfect match for any artist that has reached a certain point but really wants to take off."

Commercial Radio Australia CEO, Joan Warner said that First Break aims to provide the winner with career longevity – not just fifteen minutes of fame. "Commercial radio airplay allows artists to make a big impression on the Australian music landscape. By providing ongoing support on air, as well as nurturing our winner across a broad range of areas off air, it will give them a genuine chance of forging a long and successful career."

Winner of the 2012 First Break competition, Iluka has just embarked on an east coast tour, to launch her 'Glory Days' EP, her first release as winner of the 2012 competition.

Iluka said: "The support that First Break has provided has given me such a clear direction. From recording, to making videos, to getting the music out there... these guys have been there before, and launched artists, and it's really helped".

The 2013 First Break winner will receive:

- airplay support for two single releases and commercial radio airtime support for touring and marketing over 12 months, conservatively valued at \$2 million;
- joint financing by commercial radio and the Mushroom Group for creating video clips, social media activation and on-road support to build a long term partnership with the chosen artist or band over twelve months;
- the opportunity to perform at the 2014 Australian Commercial Radio Awards (ACRAs) in front of 1200 radio and music industry figures.

To enter, go to www.firstbreak.com.au and follow the instructions. Entries close 15 September.

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