



# MEDIA RELEASE

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## Sydney artist - Iluka wins "First Break"

Sydney artist, Iluka has been announced today as the winner of the commercial radio industry's exciting new Australian music initiative – First Break, which aims to uncover the next big radio music act.

Iluka, described as "effortlessly moving from swamp rock through doo-wop and into soaring balladry" was chosen from five finalists by judges, including music and program directors from all major commercial radio networks, Mushroom executives and music journalists.

She has performed at local music festivals and last year released her latest EP "Paper Doll".

Chief executive of Commercial Radio Australia, Joan Warner said First Break was open to unsigned artists who have not charted in the top 100 Australian national airplay chart: "The industry, which will provide airtime across major metropolitan and regional networks to promote the new artist, has joined forces with the Mushroom Group to financially support the winner for the release of two singles and touring and marketing – which is very exciting.

"Collaboration with Australia's number one independent music group, the Mushroom Group, adds a strong element to the new initiative."

Chairman of the Mushroom Group, Michael Gudinski, said: "I was delighted to be involved in the selection process for the First Break initiative. The First Break judges were unanimous in their belief that Iluka has all of the qualities that will endear her to commercial radio right across the country and to Australian music lovers of all ages. I'm really looking forward to The Mushroom Group being involved in the launch of her career."

Judge and Chief Content Officer, Southern Cross Austereo, Guy Dobson said: "Iluka has an amazing sound about her and under the tutelage of the great music minds of the Mushroom Group and with the support of commercial radio in Australia we are confident she'll be adding to her already growing fan base very quickly!"

First Break is a revamp and expansion of the New Artists 2 Radio (NA2R) program which the industry ran for the past ten years. The winner of First Break receives:

- airplay support for two single releases and commercial radio airtime support for touring and marketing over 12 months, conservatively valued at \$1.9 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

Iluka was chosen from finalists including Burning Brooklyn; Kelsie Rimmer, Ben Hazlewood and Ginger and Drum.

**Media contact: CRA. Jenny Stevenson Ph: 0402 039.** To listen to Iluka go to [www.firstbreak.com.au](http://www.firstbreak.com.au) and follow the instructions. To learn more about Iluka go to [www.ilukamusic.com](http://www.ilukamusic.com) and [www.facebook.com/ilukamusic](http://www.facebook.com/ilukamusic)