



PRS for Music Foundation launches new Flash Funding opportunity

- The innovative Flash Funding opportunity offering targeted support, with a one week turn-around from application to decision, returns with a new opportunity
- PRS for Music Foundation team up with Wigwam Acoustics and the Musicians' Union for *The Performance Fund* to offer bespoke monitoring and touring support to advance artists' live career

PRS for Music Foundation, the UK's leading charitable funder of new music and talent development across all genres, announces today latest edition of its ground-breaking **Flash Funding** initiative, *The Performance Fund*.

From today, **Wednesday 6th April 2016** until **23:59** on **Friday 8th April 2016**, music creators can apply for *The Performance Fund*, which is in association with **Wigwam Acoustics** and **Musicians' Union** and offers 4 emerging UK artists and bands access to bespoke monitoring packages (such as in-ear monitoring, microphones, control systems) worth up to £10k to ensure consistently great sound across live dates, plus advice and training on touring, promotional support and an additional £375 for touring costs.

This edition of Flash Funding recognises that the costs of touring for emerging musicians are not always being met by live income streams. In offering financial tour support, *The Performance Fund* will fast-track careers at a crucial early stage – ensuring tours are as effective as possible. Additional mentoring and training ensures selected artists make the most of opportunities to build links with fans, promoters and venues across the UK.

On top of financial support, this fund ensures consistently great sound across live dates.

Artists wanting to apply should head to <http://www.prsformusicfoundation.com/flashfunding> (which will be live on Wednesday 6th April from 10:00) where they will need to submit 2 musical examples and a 3 minute video answering basic questions about their live dates. Further details and information on eligibility are also available. The deadline for submissions is **Friday 8th April 2015 at 23:59**.

Once the deadline has closed, an expert industry panel including, will pick the 4 artists from a shortlist of the applicants and the successful grantees will be publicly announced on **Monday 18th April 2016**.

Joseph Frankland, Senior Grants and Programmes Manager, PRS for Music Foundation said,

"Following the huge demand for our first Flash Fund, we're pleased to announce this new opportunity for artists and bands that helps to ensure exceptional live sound while offering financial support and crucial advice. We're excited to partner with Wigwam Acoustic and The MU and look forward to receiving many great video applications before the weekend."

Joel Perry, Wigwam Acoustics, Concert Touring Manager said,

"As has been proven time and again for Wigwam Acoustics and across the whole of the touring fraternity, hands-on development from the outset remains key to both our success and the continued success of our touring clients. The Performance Flash Fund, coupled with the vast experience of the 3 organisations, will provide artists with a bespoke, professional touring audio system application, employed by today's top performers."

Kelly Wood, Musicians' Union's Live Performance Official said,

"Artists rely on gigs and tours to grow their fanbase and develop their music, but too often the cost of touring can make it prohibitively tough for musicians. It's important that touring remains viable and that artists are supported as they perform across the great circuit of UK live music venues. The Performance Flash Fund is an exciting and valuable award for gigging artists, and demonstrates how support can be provided by the industry, financially and otherwise."

ENDS.

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Notes to Editors

About PRS for Music Foundation

PRS for Music Foundation is the UK's leading charitable funder of new music and talent development across all genres. Since 2000 PRS for Music Foundation has given more than £22 million to over 5,200 new music initiatives by awarding grants and leading partnership programmes that support music sector development. Widely respected as an adventurous and proactive funding body, PRS for Music Foundation supports an exceptional range of new music activity – from composer residencies and commissions to festivals and showcases in the UK and overseas.

www.prsformusicfoundation.com

About Wigwam Acoustics

Wigwam Acoustics is one of the world's leading sound companies for the hire, sales and installation of professional audio equipment. Established in 1979, Wigwam is based in Heywood, Greater Manchester in the North West of the United Kingdom.

www.sseaudiogroup.com/wigwam/home *Where Audio Matters*

About The Musicians' Union

The Musicians' Union is a globally-respected organisation which represents over 30,000 musicians working in all sectors of the music business. As well as negotiating on behalf of musicians with all the major employers in the industry, the MU offers a range of services tailored for the self-employed by providing assistance for professional and student musicians of all ages. www.musiciansunion.org.uk/