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## VODAFONE UK AND GLOBAL TEAM UP TO GIVE NEW, UNSIGNED MUSIC TALENT ITS BIG BREAK

Vodafone UK and the media & entertainment group Global are delighted to announce the launch of **Vodafone Big Top 40 Breakers** and **Vodafone Future Breakers**, two new music platforms which will extend the successful Vodafone Big Top 40 partnership. The initiative, which kicks off this month, will give emerging talent a great shot at breaking into the music industry.

Fronted by the Vodafone Big Top 40's very own Marvin Humes, **Vodafone Future Breakers** will be searching for the very best unsigned talent from across the UK to uncover the next big thing in music or 'future breaker'. Listeners, budding artists and band members can enter their tracks/videos through the [dedicated hub](#) where they could win a recording studio session with a top industry producer!

The **Vodafone Big Top 40 Breakers** will feature as part of the ongoing chart show, on air every Sunday from 4-7pm, where one new and exciting act that has just 'broken' into the chart will be highlighted every month. This month kicks off with the incredible [Alessia Cara](#) who, at just 19 years old, is set to become one of the biggest breakthrough artists of 2016.

Cindy Rose, Head of Consumer, Vodafone UK says: "We're incredibly proud to be partnering with Global again this year to build a platform that offers new and undiscovered UK talent the chance to 'break' into the music industry."

Mike Gordon, Chief Commercial Officer at Global, said: "Supporting new talent is something we're passionate about at Global and this initiative is a great addition to the Vodafone Big Top 40."

The Vodafone Big Top 40 is the UK's biggest chart show with 2.6 million listeners every week. Tune in to The Vodafone Big Top 40 on Sundays from 4pm across the UK.

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# news release



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Logos available on request

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