

20 years after Pop Idol, Zoe Birkett releases Etta James classic 'At Last'

Friday 11 February, 2022

The students of Swindon based Performing Arts College, Wilkes Academy, team up with Singers Inc. and West End star, Zoe Birkett, on a reimagining of the classic Etta James song 'At Last', with accompanying World War Two themed music video.

The music video charts the story of wartime sweethearts, played by up and coming young stars, Charlie Goddard & Sienna Walker. The music video, shot on location in Marlborough - U.K, is accompanied by a short 'behind the scenes documentary, featuring interviews with Ms Birkett & the students of Wilkes Academy, discussing the process.

The project was created against the challenging backdrop of the global pandemic and once Covid-19 safe, took the students away from online Zoom classes to channel their talents into their first performance of the year.

Vocalist - Zoe Birkett

Producers - Singers Inc. - Jonathan Wilkes - Agency105

Director - Christopher Manoe

Choreographer - Callum Powell - The Masked Singer - The Masked Dancer - ITV

The music video & song is due for release on:

Valentines Day - Monday 14th February 2022

Zoe Birkett, who first rose to fame on the very first series of 'Pop Idol' in 2001, went on to chart success with her cover of 'Get Happy', has firmly established herself in the musical theatre realm, with lead roles in 'Thriller - Live', 'Priscilla - Queen of the Desert', 'The Bodyguard'. She has just won the role of 'Lady M' in the greatly anticipated 'Moulin Rouge - The Musical' in London's, West End.

Wilkes Academy was established in 2014 by TV and Musical Theatre star, Jonathan Wilkes, who wanted to revolutionise performing arts training in the U.K. The college has grown to 350 pupils and is now in partnership with Staffordshire University offering a Musical Theatre Degree course.

Singers Inc. celebrates its 20th year in 2022. Representing the cream of U.K vocal talent, and provider of music entertainment worldwide. Famous for their unique cover version recordings, celebrating the songbooks of music industry legends. Beginning with 'At Last' they are releasing new singles followed by the album, Singers Inc. Vol 3 in 2022.

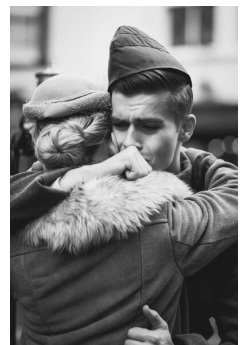
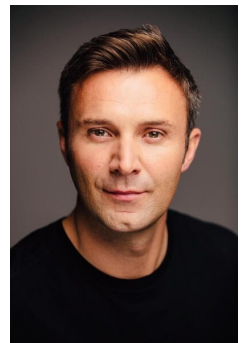
Charlie Goddard - Lead Actor

Graduated in the midst of the Pandemic in 2020 following a 3 years I.N.C scholarship at Wilkes Academy. Despite the challenges of the performing arts industry in this period, Charlie has gone on to star on prime time tv on 'The Masked Singer', 'The Masked Dancer', New ITV show 'Starstruck' & 'Queen of the Universe' and is about to commence shooting his first Hollywood film, and an upcoming lead role in feature film 'Hellfire'.

Quote - Johathan Wilkes - Principal - Wilkes Academy

'...For all artists in training, the pandemic was terribly challenging, not only for motivation, but the uncertainty that if the industry we knew was ever going to return? To give our Musical Theatre degree students positive opportunities and outlets for their energy and talents during this period, we focused on the medium of creating content on film, and 'At Last' perfectly captures the enthusiasm of our college and our pledge to create a platform to showcase the talent in training...'

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'...it was such a pleasure to team up with Wilkes Academy students & Singers Inc. on such a special and heartfelt project. I've have been so blessed and fortunate in my career, I feel I have a responsibility to support the stars of tomorrow and give them the hand up to the entertainment industry as it slowly repairs itself after the pandemic. I love the song, and the joyful feel of music video. We all need to hear/see things nowadays that make us smile...'

Chris Manoe - Artistic Director

'...Across the pandemic there were frequent references to 'wartime spirit' as communities came together once more to help one another out, which inspired me to set the music video for 'At Last' during the second World War, and significantly, the victory of 1945.

Educationally, I think it gave the students an historical insight into that period, with the added bonus of hope that happier times may always follow the sad...'

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View Online

Additional Assets:

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