RECORD LABEL PROMOTES ‘MUSIC 4 MUSCLES’

Thursday 3 May, 2018

LONDON, UK: London-based record label Dreamscope Media Group and Middlesex University London are partnering in the production of an hour-long live broadcast in support of Muscular Dystrophy UK.

Directed by Middlesex University’s Dale Wightman and Executive Produced by Grammy® recording artist Matt Annecharico, the live broadcast will happen on the 10th of May 2018 beginning at 15:30 BST from Middlesex University’s state-of-the-art television production studio. The show will feature interviews, stories by those afflicted with Muscular Dystrophy, words of support from special guests and musical guests. Viewers will be able to watch live online through YouTube, Facebook and other social media platforms.

The show, developed by Dreamscope, has been completely planned by Music Business and Arts Management students at Middlesex University, under the supervision of Dreamscope, and will be run by students from the Television Production programme under Wightman’s supervision. It was conceived as part of a new initiative through Middlesex called MDXcel, which provides students with real-world projects from external businesses, helping them to not only build their portfolio and develop employability skills but also giving many of them credit as part of their degree. Dreamscope Media Group, run by Annecharico and co-owner Matin Fellani, volunteered as the first company to pilot the university’s initiative.

“It’s exciting and incredibly rewarding to be a part of the success of future students by providing them with real life opportunities that increase their employability post-graduation” says Annecharico. “It’s also great to help raise money for Muscular Dystrophy UK, a charity that means a lot to me and my family, which needs donations to continue their vital support for families who live with muscle-wasting conditions.” Annecharico had two cousins who passed away from the disease whom he’d promised to continue fighting for a cure on their behalf. His 2008 hit album “Mirrors” was dedicated to his cousins and £1 from every sale was donated to a Muscular Dystrophy charity.

Donations can be made via JustGiving at www.justgiving.com/music4muscles or by texting MDUK86 along with your donation amount to 70070. Throughout the show, donors will be eligible for raffle prizes including tickets to Disney’s “Aladdin” in the West End, music gear from StudioSpares, among others.

Other sponsors include Tesco, Nuffield Health, Levi’s and Sofa.com.

For more information and links to watch the show visit www.dreamscopemediagroup.co.uk/mduk

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Links:

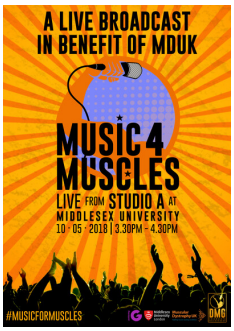
www.justgiving.com/music4muscles

www.dreamscopemediagroup.co.uk

www.musculardystrophyuk.org/

www.mdx.ac.uk

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