

KEY COPY FOR #SAYS21 MARKETING CAMPAIGNS

What is Song Academy? Song Academy was built for young creators aged 8-18. Founded 12 years ago, its mission is to help every child find their voice through writing their own original songs. Its focus on the craft of songwriting, creating lyrics and music, enables young people to express themselves powerfully and be heard. Song Academy nurtures young writers, artists, musicians, producers & creative thinkers, empowering young people at a formative time of their life.

What difference is Song Academy making? Song Academy is a force for good, nurturing the next generation of creative leaders. Inspiring young people to express themselves and share their songs is having a positive impact on their well-being, self-esteem, confidence, creativity, 'soft skills' and motivation to achieve their full potential.

Fraser T Smith is a big supporter of Song Academy saying *"With so much going on in the world, it's never been more vital for young people to be able to channel their energy and emotions into something positive, which is what The Young Songwriter competition encourages and facilitates through songwriting. Every young person has something to say, a story to tell, or a message to share - that's why Song Academy is so important to our community."*

Why is it important to encourage young people to write their own original songs?

We believe that songwriting and music can transform the lives of young people by helping them find their voice. Young people are growing up in a competitive, fast changing and potentially isolating environment, which can cause various pressures and lead to mental health issues. Through songwriting young people can communicate their thoughts and feelings and connect to others. This creative and therapeutic process helps young people discover and develop their identity, overcome challenges, feel empowered by speaking up and advance their creative and social skills. We believe that it's never been so important!

The Song Academy Young Songwriter 2021 competition is an inspiring platform for young people to get their songs heard and be part of an empowering community of their peers and leaders in the music industry.

What is The Song Academy Young Songwriter 2021 competition #SAYS21? The Young Songwriter competition, now in its 11th year, is the leading international songwriting competition for 8-18 year olds. The Young Songwriter competition is for both aspiring young songwriters who already have some experience as well as young people who want to write their first song.

It's a golden opportunity for aspiring young songwriters to get their songs heard by some of the best songwriters and stand out in the music industry – with the opportunity to perform in a live showcase in London, win some great prizes and connect with each other as part of our vibrant community of young songwriters.

The Young Songwriter Competition 2021 judging panel includes Fraser T Smith, Midge Ure, Tom Odell, Miranda Cooper, Tom Grennan, Eg White, Calum Scott, Chris Difford, Sacha Skarbek, Emily Phillips, Janet Devlin, Dan Gillespie-Sells, Hannah V, Harley Sule, Michelle Escoffery, Simon Aldred, Starsmith & Paul Adam.

Check out www.songacademy.co.uk for inspiration, tips on songwriting and how to enter #SAYS21.

ANNOUNCEMENT COPY FOR YOUNG PEOPLE

Calling young songwriters & musicians!

Aged 8-18? Written your own original songs? Fancy writing your first song?

Over the Christmas holidays get ready to enter **The Song Academy Young Songwriter 2021** competition! Entry period 1st Feb-31st Mar 2021.

Song Academy is the platform for young songwriters around the world.

Prizes include a recording studio session and Yamaha equipment worth £1,000!

With judges including Fraser T Smith, Tom Odell, Miranda Cooper, Calum Scott & Tom Grennan this year is set to be bigger than ever!

Check out www.songacademy.co.uk for inspiration, tips on songwriting and how to enter #SAYS21.

ANNOUNCEMENT COPY FOR PARENTS

Encourage your children to get creative over the Christmas holidays and write some original songs to enter into The Young Songwriter 2021 competition!

Calling young songwriters & musicians!

Aged 8-18? Written your own original songs? Fancy writing your first song?

Over the Christmas holidays get ready to enter **The Song Academy Young Songwriter 2021** competition!

Entry period 1st Feb-31st Mar 2021.

Song Academy is the platform for young songwriters around the world.

Win great prizes, opportunities to be heard & connect to young songwriters worldwide.

With judges including Fraser T Smith, Tom Odell, Miranda Cooper, Calum Scott & Tom Grennan this year is set to be bigger than ever!

Prizes include a recording studio session and Yamaha equipment worth £1,000!

Check out www.songacademy.co.uk for inspiration, tips on songwriting and how to enter #SAYS21.

ANNOUNCEMENT TO TEACHERS

Encourage your pupils to get creative over the Christmas holidays and write an original song! A wonderful opportunity to engage your musical & creative pupils aged 8-18.

The Song Academy Young Songwriter 2021 competition

Entry period 1st February to 31st March 2021

Calling young songwriters & musicians!

Aged 8-18? Written your own original songs? Fancy writing your first song?

Over the Christmas holidays get ready to enter **The Song Academy Young Songwriter 2021** competition!

Entry period 1st Feb-31st Mar 2021.

With judges including Fraser T Smith, Tom Odell, Miranda Cooper, Calum Scott & Tom Grennan this year is set to be bigger than ever!

Prizes include a recording studio session and Yamaha equipment worth £1,000!

Check out www.songacademy.co.uk for inspiration, tips on songwriting and how to enter #SAYS21

ANNOUNCEMENT TO ORGANISATIONS CONNECTED TO MUSIC, EDUCATION & YOUTH

The Young Songwriter 2021 competition inspires young people to express themselves, get creative and speak up about issues that are important to them through writing their own original songs. It nurtures the next generation of writers, artists, musicians, producers & creative thinkers, who'll be shaping the future.

Please announce The Song Academy Young Songwriter 2021 competition to your communities and help inspire the next generation of creative leaders.

Calling young songwriters & musicians!

Aged 8-18? Written your own original songs? Fancy writing your first song?

Over the Christmas holidays get ready to enter **The Song Academy Young Songwriter 2021** competition!

Entry period 1st Feb-31st Mar 2021.

Song Academy is the platform for young songwriters around the world.

Prizes include a recording studio session and Yamaha equipment worth £1,000!

With judges including Fraser T Smith, Tom Odell, Miranda Cooper, Calum Scott & Tom Grennan this year is set to be bigger than ever!

Check out www.songacademy.co.uk for inspiration, tips on songwriting and how to enter #SAYS21.