



KLAXONS AND EAST LONDON'S FINEST ECO-RECORDING STUDIO SUPPORT BRAND-NEW YOUTH CLIMATE AWARENESS CAMPAIGN

Today, twenty young **Woodcraft Folk** members have sparked a new nation-wide awareness campaign '**C-Change**' to help change young people's attitude and understanding of the climate issue and energy use - as the world begins to wake-up to the urgent need to take action.

C-Change has kicked off its awareness campaign with the **Battle of the Bands musician competition** backed by hottest UK indie band **Klaxons** and in collaboration with **The Premises Studios** and supported by **Pulse Rated**.

The Premises Recording Studio was opened last June and is Europe's first solar studio entirely powered with **photovoltaic (PV) panels** on their rooftop. The Premises Studios continues to pump up the volume and has seen the likes of the Arctic Monkeys, Klaxons, Hot Chip, Bloc Party and Lily Allen passing through their state-of-the-art studios. The Klaxons recorded **three** of their tracks in the eco-chic solar studio for their debut album "Myths of the Near Future," that entered the UK album charts at No 2.

The Battle of the Bands competition is open to young people aged 11-21 with the closing date for submitting MP3 tracks on 18th June.

- Unsigned, new and emerging musicians will be able to upload their MP3 music tracks on the C-Change website for public voting.
www.switchonswitchoff.org
- The competition is open to all music genres.
- The top 5 short listed artists will perform live in front of a panel of industry insiders at Party for the Planet on 7th July on Clapham Common with the 'band stage' powered by renewable energy.
- The winning artist will win a day's recording laying down their music track at The Premises solar powered studio.
- Pulse Rated will be supporting and covering the competition on radio and website.

Julia Craik, Managing Director of The Premises Studios said:

"The Premises Studios are delighted to be backing C-Change and helping to communicate the important climate message to our younger generation and especially to those new, unsigned and emerging recording artists who are concerned about their carbon footprint. The Battle of the Band competition is a great way to show young people positive renewable energy solutions to tackling this global environmental problem"

Klaxons said:

"C-Change is a great project to get young people inspired, informed and switched on to the climate issue. The Premises Studios is a great example of how solar power is making a real difference in helping recording artists tackle our carbon footprint and at the same time make great sounding-music!. Young unsigned musicians wanting to do their bit for the environment – don't waste time and get your MP3 tracks submitted to Battle of the Bands."

Battle of the Bands is also being supported by Pulse Rated, a leading online radio station and download store dedicated to new, unsigned and emerging artists.

Peter Davis, Pulse Rated, Business Development Manager said:

'This is a very unique campaign that aims to engage with the iPod generation to raise awareness of the environmental issues we face in our time. Pulse Rated is also delighted to back a competition that gives the opportunity for new talented musicians to play live with a headline act and to experience a top recording studio.'

A recent Department of Environment, Food and Rural Affairs (DEFRA) survey revealed that young people are generally less likely to be aware of climate change, less likely to believe that they are affected by it, and less likely to

express concern about the impacts of it than other sections of the population according to Government research.

C-Change Event Coordinators Emma Kosmin, 17 from London and Kit Jones, 19 from Norwich said:

“Climate change is already affecting people in England and around the world, but the good news we can take action to reduce greenhouse gas emissions whilst still improving and enjoying the quality of life. A lot of the time people assume that young people don't know, don't care and are just too young to have an impact. ‘Tomorrow's climate is today's challenge’ and by learning about climate change young people will realize just how serious it is. C-Change is such a great project because it is led by young people for young people.” Emma Kosmin.

“The climate is changing and the fact is that our use of fossil fuels is the major contributing factor, but it doesn't mean we can't overcome it and C-Change is an opportunity to do things better than our parents ever did. This is an opportunity to make the world better in the future and it's more exciting than a pension plan. Young people remind the rest of the world about the future” Kit Jones

During the next 12 months C-Change will be trail-blazing a series of climate awareness events throughout England for young people that will include: Party for the Planet on the 7th July (a FREE one day ‘climate awareness’ jamboree), Face Your Elephant – an experiential and information tent about low carbon world - that will be touring the summer festivals, multi-media club nights supported by top DJ's and C-Cast a 24 hour radiothon.

Notes

1. For further information about C-Change and the Battle of Bands competition, interviews and promotional images please contact Brenda May Ramsey, PR Consultant on 0208 530 7577.
2. Klaxons photograph taken by Andy Cotterill.
3. Party for the Planet is on the 7th July. The Party starts at 11am and ends at 4.30pm. It will be followed by the Battle of the Bands final concert will run from 4.30 - 8.30pm. Both events are FREE.
4. For more information on C-Change programme of events visit www.switchonswitchoff.org
5. The Premises Rehearsal & Recording Studios is located in the heart of London's East End. The Premises has been one of the capital's most popular music studio venues for more than twenty one years, with fourteen high-spec, low-cost music studios for rehearsal and recording including the state-of-the art ‘A’ solar powered studio. www.premisesstudios.com
6. Pulse Rated is one of UK's leading online radio station and download store dedicated to new, unsigned and emerging artists. www.pulserated.com
7. The Woodcraft Folk is a progressive educational movement for children and young people that is run entirely by young people. Through its activities, Woodcraft Folk tries to give its members an understanding of important issues such as the environment and sustainable development, world debt and global conflict. The Woodcraft Folk has over 500 groups in the UK. www.woodcraftfolk.org.uk.
8. In 2006, Woodcraft Folk was awarded funding from the Department of Environment, Food and Rural Affairs (Climate Change Fund Awards) to develop C-Change collaboration with the Centre of Alternative Technology and De Montfort University.

9. The Centre for Alternative Technology (CAT) is a pioneering research and demonstration centre in Wales and open to the public since 1975. CAT has established a worldwide reputation as one of the leading organizations demonstrating ecological technologies and lifestyles. The CAT visitor complex contains a range of interactive displays on wind, water and solar power, green transport, energy efficiency, ecological building. www.cat.org.uk
10. The Institute of Energy and Sustainable Development (IESD) is a specialist research, consultancy and teaching group based within De Montfort University. The Institute's work focuses on the clean, efficient use of energy in the built environment and developing ways in which greater use can be made of renewable energy in domestic buildings, industry and commerce. <http://www.iesd.dmu.ac.uk/>