

FOR IMMEDIATE RELEASE

Youth Music Awards 2020 pulls through to recognise the achievements of young local music talents despite COVID-19 via live stream show.

- *Awards categories are uniquely titled to fit themes that relate to music's utility as a soundtrack to our lives.*
- *Examples of award categories include: Best song to break up to, best song to fall in love to, best song to study to, and more.*
- *Song nominations grew from 730+ nominations to 2038 nominations from 2019 to 2020.*
- *The live stream will adhere to Ministry of Health (MOH) guidelines for safe distancing.*

SINGAPORE, 30th March 2020 - To many of us, music is more than just a simple form of entertainment. The music we listen to often plays the role of a soundtrack resonating to the different emotions at stages in our lives. In recognition of this, the upcoming **Youth Music Awards (YMA)** on **30th March 2020** will be the second edition of the local music awards deviating from typical contest award categories such as "Best Song" or "Best Artist". The new format, themed "Catching Feelings", will focus on the music that tells the story of our lives.

Aside from celebrating and sustaining made-in-Singapore music, the awards ceremony also strives to help foster and build connections between the young contestants and industry veterans to collaborate and propel their careers further. The awards will be split up among 13 categories, each category defining a different mood, such as the "Best Song to Break Up To" or the "Best Song To Study to".

The Youth Music Awards is born out of a partnership between *SCAPE Co. Ltd, a non-profit organisation that supports youth, talent and leadership development, and Invasion Singapore, a ground up creative youth engagement and development agency. The live stream awards is also supported by the National Youth Council of Singapore, and media partner Mediacorp.

Hyder Albar, the founder of Invasion Singapore, says:

"It has been an uphill battle in planning Youth Music Awards 2020, there have been countless changes to the programme because of COVID-19 but I am proud to say that the team at *SCAPE and INVASION SINGAPORE have taken every challenge in stride and adapted to each situation for a positive outcome. The public call out of song nominations for each of the award categories saw 2,038 song nominations from the public, this is a significant jump from the 758 nominations we had in our first year. Thank you to everyone that voted and nominated.



In these uncertain times I am glad that we can still go ahead with our intent of recognising the next generation of music talents in Singapore. Congratulations to the winners of YMA 2020, we are glad to share this milestone in your journey of development as an artist.”

Votes received from the public will account for 20 percent of the total votes, with a judging panel formed by eight prominent figures in the local music scene contributing to the remaining 80 percent.

Goh Kok Wee, the executive director of *SCAPE Co. Ltd, says:

“*SCAPE continues our efforts to grow Youth Music Awards, an important music platform where our creative youth talents could showcase, be recognised; and importantly to connect with other youths and the industry. In addition to the support from National Youth Council, I am very happy to welcome Mediacorp as our media partner for Youth Music Awards 2020 to celebrate made-in-Singapore music. This year, I am pleased to note that we have received over 2,000 nominations from our youth musicians for the 13 award categories.

This is testament to the relevance of the Youth Music Awards as the platform to support our youth musicians. Together with our partner, INVASION SG, *SCAPE looks forward to supporting our youths’ journey in the pursuit of their dreams and aspirations.”

Youth Music Awards will be live streamed on *SCAPE INVASION’s Facebook page, on 30th March 2020 at 9pm. The live stream, which will be hosted by Mediacorp personality Joakim Gomez, will be executed while adhering to guidelines set out by the Ministry of Health.

For media queries, please contact:

Pauline Leong
Senior Manager, Marcom
***SCAPE Co. Ltd**
pauline_leong@scape.sg
+65 9848 1308

Elena Karim
Senior Executive, Marcom
***SCAPE Co. Ltd**
elena_karim@scape.sg
+9729 6920



About INVASION Singapore

Invasion Singapore is an independent creative youth engagement and development agency that creates lifestyle concepts to expose the masses to quality creative talents that call Singapore home. Their efforts can be categorised into two segments, namely talent development and audience development.

In terms of talent development, Invasion Singapore regularly conducts talks, workshops and sessions to help develop the creatives that they work with in the areas of music, dance, media and other art forms like photography.

They've also worked with many local musicians to help their music reach a new and wider audience through their programmes like Invasion's flagship school tour, which invites musicians into local school campuses to perform for students with the objective of inspiring and converting them into next generation of creatives. Musicians that have performed on the school tour include Charlie Lim, The Sam Willows, and ShiGGA Shay.

Invasion Singapore also served as the programming agency for the SHINE x *SCAPE Music Talent Development Programme across its two years (2017-2018).

Invasion's goal for audience development is to expose creative work produced in Singapore to the masses, inspiring the next generation to the presence, and possibility of an alternative career in the arts. They have served as programming partners to many youth-related events in Singapore over the years, including SHINE Festival, Noise Invasion Festival and *SCAPE Invasion.

Invasion Singapore has also helped to curate musical acts for major art and youth events held in Singapore, including Music For A Cause 2018, Singapore Coffee Festival 2016, Singapore Night Festival 2018 and Writers Festival 2018.

About *SCAPE Co. Ltd

*SCAPE Co. Ltd is a non-profit organisation with its mission and vision rooted in support of youth, talent and leadership development. The organisation aims to facilitate youth-oriented programmes and support within various communities of youth interest in Singapore. The youth of today will be inspired and empowered to **DREAM IT AND LIVE IT at *SCAPE.**

*SCAPE exists to serve and support the youths to live their dreams and realise their full potentials. As an integrated talent and resource hub for young people in Singapore, *SCAPE offers a holistic network of programmes, communities, partners and facilities for youths to explore, create and strive. Through guidance and facilitation, *SCAPE aims to see our youths' dreams turn into ideas, and ideas into reality. Living their dreams should no longer be a dream at *SCAPE.



For more information on *SCAPE, please visit www.scape.sg.

*SCAPE Co. Ltd 2 Orchard Link Singapore 237978 Tel: +6521 6565 Fax: +6521 6566 www.scape.sg



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