

For Immediate Release

Welcome to Yorkshire Announces Launch Pad Partnership for Making Music

Welcome to Yorkshire and the county's music maestros Launchpad, are delighted to announce a new partnership where a creative development programme of amazing and diverse music from across the region will be showcased on the destination marketing organisation's impressive social media channels. This will be a great PR opportunity for the county's talented musicians, singers and those involved in music production, as Welcome to Yorkshire's annual social reach is almost 20 million and has a global brand reach of over 23 million.

Kicking off with a celebration of new tracks that were released throughout 2020 and continuing into 2021, Launchpad will produce monthly playlists of the best music from Yorkshire artists to throw a spotlight on some of the most exciting musical acts in the region on the **"Welcome to Yorkshire - Tracks of 2020" Spotify playlist:** <https://spoti.fi/37rPYSd>

Launchpad is a talent development programme that offers opportunities and support for emerging artists, musicians, producers, bands, composers and music professionals in the Yorkshire region.

Each year, multiple rounds of successful artists and music workers receive a variety of opportunities, including tailored industry mentoring, funding towards recording and/or live opportunities. <https://www.launchpad-music.com/>

Launchpad is delivered by Music Local to support artists and emerging music professionals in Yorkshire and is supported by Youth Music, with public funding from The National Lottery through Arts Council England, alongside Leeds 2023 and Leeds City Council, and as a PRS Foundation Talent Development Partner.

Welcome to Yorkshire Chief Executive James Mason said *"Yorkshire is known for its fantastic music from internationally renowned artists, from Arctic Monkeys to Kaiser Chiefs, The Human League to Pulp, Def Leppard to The Housemartins, and Zayn Malik to Louis Tomlinson to Mel B, and so many more over recent decades. Launchpad are constantly working with the latest and just discovered top talent from across the county and Welcome to Yorkshire have an impressive social media reach to help amplify such talent. Here's to celebrating 2020's releases now and to hearing more recordings from right across the region in 2021."*

ENDS

Images: 2x Welcome to Yorkshire & Launchpad

Editors' Notes:

- **Welcome to Yorkshire** is the official destination management organisation for Yorkshire, working to grow the county's visitor economy.
- **Welcome to Yorkshire** is a not-for-profit membership organisation, funded in part by grants, sponsorship and Welcome to Yorkshire members. All money raised is reinvested directly back into promoting Yorkshire.
- Key facts include:
 - Tourism in Yorkshire is worth £9 billion annually with the county's tourism and hospitality industry employing almost 225,000 people
- Tag **Welcome to Yorkshire** in any coverage on Twitter and Facebook using our handles: @welcome2yorks and <https://www.facebook.com/welcometoyorkshire>

For more news and a free image bank go to:

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