

PRESS RELEASE

For Immediate Release

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The right kind of viral: More than 80 Kent Music students and staff from across the county form a Massed Virtual Band and Choir to perform Bill Withers' classic *Lovely Day*, for release online

Students and staff who have not met since March prove that distance is no object when it comes to playing music together.

On Saturday 8 August, students and staff from across the county come together as a virtual band and choir to perform Bill Withers' *Lovely Day* as the culmination of the Day & Night Festival put together by Kent Music. For two weeks, the virtual festival has brought daily music to young people in the form of masterclasses, interviews, tutorials, and open mic sessions. All the content has been created by Kent Music students and staff, as well as contributions from the general public, and has reached over 100,000 people. This festival, a response to the COVID-19 lockdown measures, is the first of its kind for Kent Music.

The performance of *Lovely Day* is the grand finale of the festival and features many Kent Music students from children as young as 8 through to adults as well as tutors and support staff, representing the whole Kent Music family. The video was recorded at home using nothing but a click-track, mobile phones and of course some summer festival themed props!

At this time of year, Kent Music students and tutors would normally be at Benenden School for the annual Kent Music Summer School, taking part in a variety of musical activities such as choirs, jazz bands, song-writing classes, orchestras and wind bands. Instead, the Day & Night has taken place over two weeks, with students taking part in free Masterclasses including DJ'ing, singing and jazz improvisation as well tutorials and showcasing plenty of performances from various Kent Music

ensembles. To conclude the Festival, we could think of no better finale than bringing together over 80 students and staff for a massed virtual performance.

The enthusiasm of the students and their parents enabled many of the challenges imposed by social distancing to be overcome namely, the inability to play, rehearse and to perform together. Despite not being able to meet up in person, many Kent Music students have continued to learn since the beginning of lockdown by having online lessons and attending many of the Kent Music virtual ensembles and Music Labs.

Based on the success of the Day & Night Festival, Kent Music will certainly release more videos and content in the days and weeks to come as we continue to make and perform music!

Chief Executive of Kent Music, Peter Bolton said:

“The festival has demonstrated how important music is to young people and the variety of music that Kent Music has to offer. I am so proud of my colleagues for bringing together such a fantastic event”

Kent Music Virtual Finale Project Co-ordinator, Steph Godwin, said:

“Everyone is missing playing and being together so very much, but I believe you can see from the video just how much fun we all had putting together this virtual massed performance! It is amazing to think that this massed band and choir video was compiled from everyone’s individual recordings taken on mobile phones and the students should be so proud of their performances!”

The finale will premiere live on Kent Music’s YouTube at: <https://youtu.be/DVZC9zliCx0>

Find out more about the Day & Night Festival at: <https://www.kent-music.com/day-night-festival-2020/>

Festival graphics and promotional assets can be found [in this folder](#).

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Notes to Editors:

Kent Music, founded in 1948, is a registered education charity and lead partner for the music education hub in Kent. It employs teachers to deliver instrumental and vocal teaching across the county through individual lessons, small groups and through whole class teaching in schools, supported by a programme of CPD and quality assurance. The charity runs county groups and local ensembles, and the Kent Music Summer School has been held at Benenden School for 70 years. Kent Music is a partner in music education with Kent County Council and the hub is funded by the Department for Education through Arts Council England.

Press Enquiries:

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