

2005

SUPPORTING THE BRIT TRUST AND NORDOFF-ROBBINS MUSIC THERAPY

MUSIC INDUSTRY TRUSTS' AWARD

In association with

AWARD RECIPIENT
MICHAEL PARKINSON

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Press Information:

STRICTLY EMBARGOED UNTIL MONDAY 13 JUNE

MICHAEL PARKINSON HONOURED WITH THE 2005 MUSIC INDUSTRY TRUSTS' AWARD

Michael Parkinson, the legendary broadcaster, king of the chat-show and star-maker, will be the 2005 recipient of the prestigious annual Music Industry Trusts' Award in association with Accenture. The Award will be presented to Michael Parkinson on the evening of Monday 7 November at London's Grosvenor House, in recognition of a broadcaster that has remained the best in the business for over 30 years. Over 1000 guests from the music and entertainment industries will attend the charity dinner and pay tribute to the master communicator, Michael Parkinson. Last year's Award recipient was Peter Gabriel.

The committee were unanimous in their decision to honour Michael Parkinson for his contribution in nurturing new musical talent. Through his shows on television and BBC Radio 2, Michael Parkinson has become the UK's most important star maker, being totally at the centre of success for a whole string of artists who have gone on to sell thousands of albums – artists such as Katie Melua, Michael Buble, Jamie Cullum... all had their music brought to a mass audience thanks to their performances on 'Parkinson' and Michael's BBC Radio 2 show. His TV show is acknowledged by artists and managers to be the most influential in the UK for introducing new musical talent.

David Munns, Chairman of the Award committee, said:

"Michael Parkinson is that rare person that has stayed at the top of the broadcasting tree for over three decades because what he says and plays on his shows has a resonance with successive generations of listeners and viewers – Parky's seal of approval has come to mean a great deal to many artists. His passion for music, enthusiasm for discovering and encouraging new artists, and his ability to spot a winner is unique: every record label in the country would love to bottle his A&R talent"

Michael Parkinson's broadcasting career began in the late 60's as a current affairs producer at Granada Television. He presented 'Parkinson' on BBC TV for 11 years, until 1982, running to 361 editions and featuring nearly a thousand of the world's most famous people. From 1979 to 1982 the indefatigable Parkinson also presented his talk show in Australia. His 'talkshow' shoes proved impossible to fill, and it was in response to popular demand that 'Parkinson' returned to BBC 1 in 1998, followed by a move in 2004 to ITV. In parallel with his TV work, Michael Parkinson is a radio broadcaster, with his own Sunday show on BBC Radio 2, an award winning journalist and author of several books: he is indeed the consummate multi-talented communicator whose love of music and sport, amongst others, is

wholly infectious and engaging. In 2000 Michael Parkinson was awarded the CBE for Services to Broadcasting.

Michael Parkinson, commenting on his Award, said:
“It’s a great honour and an even greater surprise.”

The Music Industry Trusts’ Award, in its 14th year, has raised over £2 million for Nordoff-Robbins Music Therapy and the BRIT Trust (which includes the BRIT School for Performing Arts and Technology). The charity dinner has become firmly established in the music industry calendar as a guaranteed moving and inspirational evening, with often very unique live performances. It has two aims, to honour an individual/s who has made a significant contribution to the UK music industry and to raise money for the nominated charities. Previous recipients of the Music Industry Trusts’ Award include Peter Gabriel, Sir George Martin, Ahmet Ertegun, John Barry, and Elton John and Bernie Taupin.

“Accenture is proud to be associated with the Music Industry Trusts’ Award to honour individuals who have made a significant contribution to the UK music industry,” said Oday Abbosh, Global Managing Partner of Accenture’s Media and Entertainment practice. “We are delighted that by doing so, we are helping to support a charity that gives care and support to adults and children through music therapy.”

Accenture’s Media & Entertainment industry group teams with many of the world’s leading media and entertainment companies, helping them achieve high performance. Accenture is a leader in serving the media and entertainment industry with a robust combination of industry expertise, business solutions, technology acumen and outsourcing capabilities. Accenture uses its innovative solutions to help media & entertainment companies achieve high performance by maximising revenue opportunities, controlling costs, optimizing asset use and capitalizing on consolidation and digital convergence with innovative ideas and solutions.

Tickets can be purchased from Catherine Briggs at the BPI (British Phonographic Industry) on Tel: 020 7803 1300. Email catherine.briggs@bpi.co.uk

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Note to editors:

2005 is the 30th Anniversary of Nordoff-Robbins Music Therapy, a charity that gives care and support to adults and children through music therapy. It is a state registered profession and is dependent on the generosity of donors for its funding. The BRIT School for Performing Arts and Technology is the only non-fee paying performing arts school in the UK.



musi@publishersassociation

All proceeds from the evening will benefit music industry charities. The BRIT Trust & Nordoff-Robbins Music Therapy
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