



## Press Release

**13 March 2018: for immediate release**

### **Girls Rock London launches crowdfunder and 2018 programme**

- Crowdfunding campaign launched to empower girls and women through music
  - Collaboration with Shirley Manson and Omaze
  - Dates announced for 2018 Girls' and Women's music camps
  - Special fundraiser gig announced

Girls Rock London (GRL!) announce a crowdfunding campaign to raise £10,000 to support its mission to improve the confidence and self-esteem of young women and to increase the number of women and girls making music. Their 2018 programme is also announced, which includes a collaboration with Shirley Manson and Omaze, a special fundraising gig, and their third year of music camps for girls and women.

Shirley Manson, Girls Rock London Patron, said:

*"Support your local girl gang. Support Girls Rock London. They are trying to do great things for our female identifying young by getting them involved in all aspects of music making and by default encouraging them to speak up and make a noise in the world."*

#### **Crowdfunding for GRL! now live**

Young women are facing a mental health crisis in the UK: one in four girls aged 14 is depressed; twice as many 14 and 15 year-old girls than boys are unhappy with their appearance and there has been a 68% rise in hospital admissions because of self-harm among girls under 17 in past decade.(1)

Young women's self-esteem plummets during secondary school years, and evidence shows that low self-esteem 'journeys' with people throughout their lives. This results in women being more likely to suffer from the effects of low self-esteem later on in life. Group music-making and performance has been shown to improve confidence and can be politically and personally transformative. (2)

However, the music industry in the UK is steeped in gender inequality, with girls and women much less likely to reap the benefits of music-making than their male counterparts. Research evidences the domination of male-acts on the line-ups of UK festivals, with eight out of ten top slots occupied by all-male acts last year and 86% of the line-up at British music festivals in 2015 being male.(3)

GRL! attempt to tackle the issue of women's representation in music, and the low levels of well-being of girls and women, by providing activities for girls and women where they can learn skills which improve their confidence and give them the skills to carry on making music.

Girls Rock London believes that joy is a revolutionary force. They are aiming to raise £10,000 will directly fund their programme of activities year-round, changing the lives of more girls and reversing the huge drop in young women's self-esteem.

Previous GRL! participants said:



*“We formed our band at the 2017 women’s camp and decided to carry on rocking! We have written several songs in our rehearsal studio which we have performed in gigs all over London. Last month we successfully crowdfunded for the recording of our EP! We owe a huge thanks to Girls Rock London who taught us so many great techniques that we still use. We couldn’t have achieved so much so fast without the continued support from Girls Rock London.” Concrete Bones.*

*“If you love music and want to feel good about yourself, go to GRL! It will change your way of thinking in a good way” Girls’ Camp Participant*

**Full details of the crowdfunding campaign can be found [here](#).**

#### **Girls Rock London x Shirley Manson x Omaze**

GRL! Have collaborated with Shirley Manson and Omaze to create an exclusive “Girls Rock Harder Than You” t-shirt with proceeds supporting GRL!’s mission. Omaze is an online fundraising platform offering experiences and exclusive merchandise in support of charitable causes. <https://www.omaze.com/made/shirley-manson-girls-rock-shirt>

#### **Girls Rock London Camp (30 July – 4 August)**

Girls Rock London is a six-day music project where 25 girls aged 11-16 develop the tools to write their own song and perform it in a concert to family and friends. Participants learn the basics in guitar, bass, drums, vocals and keyboard, pick an instrument to focus on for the week and form a band with other girls in the camp. It also includes a range of workshops on topics aimed at raising girls' confidence and self-esteem. The tutor team on the camp includes professional musicians with extensive experience of working with children in diverse settings.

#### **Women Rock London Camp (25-18 May)**

The women's camp is an intensive three-day event providing women aged 18 and over with the chance to write and perform an original song in a supportive and relaxed environment - whilst also raising funds for the girl's camp. 25 participants form five bands, and learn the basics in either the guitar, bass, drums or synth. Over the weekend, they attend workshops on song-writing and fine-tune their performance. The camp ends in a final gig where the bands will play on stage at a live gig venue.

Full information about both camps can be found [here](#). GRL! welcomes applicants who identify as girls, women, trans and/or gender non-conforming. Prices are based on what participants can afford.

#### **Fundraiser gig**

Girls Rock London is back with a party full of London's finest female-fronted acts. The night features an eclectic line-up of live music.

Last year, over half of the summer camp places were provided for free to young women who would not otherwise have been able to attend thanks to generous donations at events like these. GRL want as many girls as possible to benefit from the work that they do and want to



achieve this goal again in 2018. ALL money raised through this event will go towards putting on our year-round programming for girls and women.

Saturday 30 June

Where: Courtyard Theatre

Doors: 7PM

How much: £10

Tickets: Follow GRL! on social media to be the first to hear when tickets go on sale

Ends.

#### **Notes to Editors:**

For further press information and images please contact Gez Smith, Girls Rock London CEO at 07990877904 or [girlsrocklondon@gmail.com](mailto:girlsrocklondon@gmail.com)

#### References:

(1)

- Twice as many 14 and 15 year old girls than boys are unhappy with their appearance (Office of National Statistics 2014)  
Over the past decade, there has been a 68% rise in hospital admissions because of self-harm among girls under 17 (NHS data reported in the Guardian 2017 - <https://www.theguardian.com/society/2017/sep/23/stress-anxiety-fuel-mental-health-crisis-girls-young-women>)  
One in four (24%) girls aged 14 are depressed (Patalay P & Fitzsimons E. Mental ill-health among children of the new century: trends across childhood with a focus on age 14. September 2017. Centre for Longitudinal Studies: London.)

(2)

- Trzesniewski, K.H., Donnellan, M.B., Moffitt, T.E., Robins, R.W., Poulton, R. and Caspi, A., 2006. Low self-esteem during adolescence predicts poor health, criminal behavior, and limited economic prospects during adulthood. *Developmental psychology*, 42(2), p.381.
- Kokotsaki, D. and Hallam, S., 2011. The perceived benefits of participative music making for non-music university students: a comparison with music students. *Music Education Research*, 13(2), pp.149-172.
- Salmon, D. and Rickaby, C., 2014. City of one: A qualitative study examining the participation of young people in care in a theatre and music initiative. *Children & Society*, 28(1), pp.30-41.

(3)

- Research from [BBC England](#) and Jenny Stevens and Ami Sedghi for [The Guardian](#)

#### **About Girls Rock London:**

Girls Rock London (GRL!) is a music charity for girls and women in London. We are part of a movement of rock camps that take place all over the world, united by a desire to achieve gender equality in the music industry and to ensure that all girls and women get the chance to make music. The aims of the project are to empower girls and women – regardless of previous musical experience – to write and perform music, and to build self-confidence.



A not-for-profit organisation based in Hackney, it has charitable status (Charity No 1170457).

GRL! is supported by the Girls Rock Camp Alliance (GRCA), an international coalition of organisations whose shared mission is to empower girls and women using the tools of music education to foster self-esteem and confidence. GRCA provides resources and networking opportunities for its members and promotes the establishment of like-minded institutions worldwide.

For more information please visit: [www.girlsrocklondon.com](http://www.girlsrocklondon.com)

Facebook: Girls Rock London / Twitter and Instagram: @girlsrocklondon #GirlsRockLondon

#### **About GRL! Rock Camps:**

The Camps are a unique mixture of music education and performance, empowerment and social justice workshops, positive role models and collaboration, and leadership skill building. The Camps provide a platform for participants to find and develop their voices as well as build their self-esteem and confidence.

#### **Since its launch in 2015, Girls Rock London has:**

- Worked with 109 girls and women at rock camps and workshops.
- 100% of participants at our rock camps completed the programmes, forming 18 bands who created 18 new songs which were performed at four public events.
- Over 50% of participants at youth camps have attended completely for free, to enable participation from young people from low-income households.
- 800 people have attended the public showcase events as audience members and an additional 800 (approx.) watched the girls' camp showcase online.
- 40 volunteers have been trained to deliver gender-sensitive music programming for girls and women, who have gone on to contribute thousands of hours of work for Girls Rock London.
- Three 18-25-year-olds had the opportunity to participate in a paid, structured, work placement where they learnt skills in community music leadership, and received mentoring and advice from experienced musicians.
- As a result of our camp for women, two bands formed at the camp have continued to play, perform and record together, and numerous solo artists have gone on to write, perform and record music.
- Young women who attended our rock camps have reported a positive development in their body image, with a 46% positive change in group survey scores before and after camp.

#### **About Omaze**

Omaze is an online fundraising platform that makes giving fun and easy by offering once-in-a-lifetime experiences and exclusive merchandise in support of critical causes. Our campaigns connect influencers, nonprofits, brands and donors to create lasting impact. In five years Omaze campaigns have raised funds and awareness for more than 220 charities and received donations from over 180 countries.