

## Shure Creative Award

&nbsp; **K. T. Tunstall to judge fantastic new Creative Award, sponsored by the Institute, Shure and Play Music Pickup** &nbsp; Best-selling artist K.T. Tunstall has announced she will be judging the final of an innovative new award for aspiring singer-songwriters &ndash; the Shure Creative Award, sponsored by Shure, the Institute of Contemporary Music Performance and Play Music Pickup magazine. &nbsp; Applicants have to upload a video of themselves performing an original song, on any instrument, to the website [www.shurecreativeaward.com](http://www.shurecreativeaward.com), which will be live from May 30th of this year. Submissions will be judged by both the public and a panel of experts, and K. T. herself will pick the final winners! &nbsp; The winning applicant will receive a once-in-a-lifetime opportunity to professionally develop their talent and skills, including the opportunity to perform in live showcase events in London, by receiving, free of charge, a place on the Institute&rsquo;s fantastic one-year Higher Diploma course delivered in London, UK, commencing in October 6th 2008 and worth &pound;4,950. Two runners-up will receive the opportunity to attend the same course at a discounted cost plus prizes from the competition&rsquo;s sponsors. &nbsp; K. T. Tunstall had the following to say about the Award: *&ldquo;It's important that the art of songwriting is respected just as much as the ability to perform and play on stage. It's about time there was a competitive platform for young songwriters to win the chance to spend a year honing their craft. It's a great opportunity.&rdquo;* &nbsp; Applicants can upload their videos to [www.shurecreativeaward.com](http://www.shurecreativeaward.com) from May 30th and closing date for entries is July 13th; so what are you waiting for, get that song and performance polished up and ready to go right now! &nbsp; For further details on entry guidelines, terms and conditions or for further information visit [www.shurecreativeaward.com](http://www.shurecreativeaward.com) or contact the Institute directly on: **&nbsp;020 7328 0222 [info@icmp.uk.com](mailto:info@icmp.uk.com) [www.icmp.uk.com](http://www.icmp.uk.com)**

## About the Author

**About The Institute of Contemporary Music Performance** The Institute is widely recognised as Europe's finest school of modern music. Established almost 25 years ago, the Institute has been developing and delivering cutting-edge courses to students of contemporary music for longer than any other UK-based school. Originally known as the Guitar Institute, the school has built its reputation on providing world class teaching using the very best teachers and state-of-the-art facilities.&nbsp;It now offers a range of professional&nbsp;courses including a 3-year Degree (BMus), a fully-funded 1-year Diploma, a specialist 1-year Higher Diploma, plus a wide portfolio of part-time courses designed to meet a variety of training needs for guitarists, bass players, drummers and vocalists. Past or present Institute students can be found everywhere, touring with the likes of Katie Melua and Moby, playing with bands like Radiohead and Babyshambles and artists like K. T. Tunstall and Beverley Knight, and also working as teachers all over the world. &nbsp; **About Shure Incorporated** Founded in 1925, Shure Incorporated ([www.shure.com](http://www.shure.com)) is widely acknowledged as the world's leading manufacturer of microphones and audio electronics. Over the years, the company has designed and produced a wide variety of high-quality professional and consumer audio products, providing a vehicle for an individual&rsquo;s personal sound.&nbsp;Shure&rsquo;s diverse product line includes world-class microphones, premier wireless audio systems, consumer earphones and mobile phone headsets, problem-solving mixers, digital signal processors, personal monitor systems and top-rated phonograph cartridges.&nbsp;Today, Shure products are used wherever high-quality audio performance is a top priority, in a wide variety of industries, markets and settings. &nbsp; Shure Incorporated corporate headquarters are located in Niles, IL in the United States.&nbsp;Regional sales and marketing offices are located in: Heilbronn, Germany; London and in Hong Kong.&nbsp; &nbsp; **About Play Music Pickup** Playmusic Pickup is a unique, monthly and free title, put together for members of unsigned bands, singer songwriters with big dreams and newcomers to music. From gear reviews of all the latest guitars, basses, amps, software, PAs and studio gear to interviews with the biggest bands in the world, we provide advice to anyone whose dream is to &lsquo;make it&rsquo;. We&rsquo;re free from all good music stores, so pickup a copy today and get on the road to glory!

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