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media•information  
mail@centrestagepr•com



## **VOICE IN A MILLION**

**SSE ARENA WEMBLEY  
WEDNESDAY 11<sup>TH</sup> MARCH 2015 at 7.30pm**

**FEATURING  
BRITAIN'S GOT TALENT 2014 SEMI-FINALISTS  
THE OVERNIGHT GLOBAL SINGING RAP SENSATION  
'BARS AND MELODY'**

**X-FACTOR'S BOYBAND 'OVERLOAD GENERATION'  
AHEAD OF THEIR FIRST OFFICIALLY RELEASED SINGLE 'NO NO NO'**

**THE MASS CHOIR OF 6500 SCHOOL CHILDREN**

**IN ONE UNMISSABLE SINGING EXTRAVAGANZA**

On Wednesday 11<sup>th</sup> March, for the fourth consecutive year, the sensational VIAM 2015 returns to rock the SSE Arena Wembley with a mass choir of 6500 school children assembled from all over the UK and united in song to raise awareness of the plight of children in care both at home and abroad.

In the words of Voice In A Million (VIAM) founders and adoptive parents, Robert and Jo Garofalo, "Through the accessibility of music we aim to bring to the public's attention the importance of adoption and fostering children of all ages. Millions of children need

‘forever homes’ and we must never lose sight of this goal. Adoption is love to a child in care.”

VIAM is thrilled to announce that the Wembley 2015 concert line-up will feature the 2014 Britain’s Got Talent overnight global singing rap sensation, ‘Bars and Melody’ (AKA B.A.M). Since appearing on the show’s semi-final, after judge Simon Cowell automatically fast-tracked the young hopefuls at their audition by pressing the ‘golden buzzer’, their anti-bullying themed hit single ‘*Hopeful*’ has reached no 5 in the UK Single charts. For 16-year olds Leondre Devries from Wales and Charlie Leneham, who is originally from Bristol but now lives in Bournemouth, success has been something of a whirlwind with their video audition receiving to date a staggering 52 million You Tube hits from fans, as well as having been invited to Hollywood to appear on US TV’s top-rated *Ellen Show*.

Fans of the X-Factor boy band ‘Overload Generation’ will also be thrilled to have the opportunity to hear the group sing live at Wembley ahead of their much-anticipated first official single ‘*No No No*’ that will be released next April. Alert followers of the five-piece band will be aware that one boy band member features Leondre’s older brother Joseph! Also appearing on the VIAM stage is one of Britain’s most talented young solo singers, ‘Harvey’. The 15 year-old heartthrob has mass public appeal and the VIAM audience is in for a real treat!

Now celebrating its fifth year, Voice In A Million concerts present an opportunity of a lifetime for school children from all backgrounds throughout the UK to come together united in song and perform in front of their own family and friends and with such an important message at its heart, this very special VIAM concert staged annually at the SSE Arena Wembley is certain to be an unforgettable and life enhancing concert.

VIAM founders Jo and Robert Garofalo, fully endorse not just the psychological benefits to children who are actively encouraged to participate in music-based activities, especially singing, but also the health benefits and the intrinsic feeling of belonging that a choir can bring to a child in care. “VIAM 2015 will showcase some of the finest young singing talent around, giving audiences the opportunity to become spellbound as they experience this flagship event, whilst enabling school children to participate in a once-in-a-lifetime celebration of singing together in front of thousands. All the children taking part receive tuition, encouragement and support. Individually they are given the chance to shine and join the ‘Voice’, knowing that their involvement makes a difference to the lives of children

less fortunate than themselves. Through dedication, passion and the voice of our mass choir, Voice In A Million's message is growing and getting stronger every year.”

ENDS

3<sup>rd</sup> November 2014

**To Book Tickets for Voice In A Million:  
SSE ARENA WEMBLEY**

Arena Square  
Engineers Way  
Wembley HA9 0AA  
United Kingdom

Box office number: 0844 815 0815/ 0844 824 4824 or online at [www.ssearena.com](http://www.ssearena.com) or  
**Or tickets can be booked direct with VIAM calling 01932 567450**  
and online at <http://www.rockondigital.com/>

**Times and Prices:**

7.30pm. Doors open at 6.15pm  
Tickets £22-57.00

**Notes to Editors:**

**About Voice In A Million**

Voice In A Million (VIAM) is a commercial organisation set up by Robert and Jo Garofalo in 2009 with the underlying humanitarian ethos to stage concerts that raise awareness of children and youngsters in orphanages, in institutions or in care. Via the platform of producing several live events annually, including the VIAM flagship event for schools at SSE Arena Wembley; to date nearly 60,000 children from 1500 schools throughout the UK have performed in a VIAM production. VIAM does not stage events to raise funds but through the voice of the mass choir seeks to bring to the attention of the public and those that see the shows the value of adoption or long term fostering as a life choice. The creative and management team behind VIAM make sure that all concerts are a professionally staged spectacle that will be remembered and talked about for a long time to come.

**Press Contact:**

For any further information or photography please contact:  
Della Edwards, Centrestage PR, Surrey, UK  
Email: [mail@centrestagepr.com](mailto:mail@centrestagepr.com) Tel: 07838 995736

**Voice In A Million**, The Studio, Bence Cottage, The Bence, Thorpe, TW20 8QD  
Tel: 01932 567450  
Website: [www.voiceinamillion.com](http://www.voiceinamillion.com)  
Twitter: <https://twitter.com/VIAMO1>  
Facebook: [www.facebook.com/voice.inamillion](http://www.facebook.com/voice.inamillion)

## **Voice In A Million Celebrity Supporters:**

*'I fully support the Voice In A Million project and wish you the very best of luck'* -  
**Sir Elton John**

*'Every child needs a loving family. If Voice In A Million results in just one child finding a new mum and dad and a secure family environment, it will be worth its weight in gold. It's projects like this that can really make a difference'* - **Piers Morgan**

*'I fully support the project and the phenomenal concerts planned that will raise awareness of the children who need a loving, safe and permanent family'* - **Sinitta**, Mother of two adopted children, their godfather is **Simon Cowell**