

GET DISCOVERED WITH RADIO NOVA AND MINI.

- *If you're making music, it's your time to be heard.*
- *Radio Nova and MINI Ireland to launch largest search for unsigned musical talent in Irish Radio History.*

Radio Nova and MINI Ireland have announced today one of the largest searches for unsigned musical talent in Irish Radio History. This new music adventure takes place over 6 weeks from 3rd May to 21st June and Radio Nova is calling on all budding musicians to grab a once in a lifetime opportunity.

The prize package is worth €30,000, an amount not to be sniffed at for any budding artist. It includes music equipment, mentoring by leaders in the music industry, the services of a publicist and a marketing manager. Plus, this lucky winner will get a full week's recording in Orphan Studios with producer Gavin Glass. Radio Nova will provide full support on and off air by publishing and play-listing the first single, there's even a few gigs organised for the winner.

The 4 judges have been picked from the cream of the music industry:

- Peter Devlin musician and songwriter with The Devlins.
- Sinead Troy, CEO of Yangaroo, Ireland's new digital delivery platform from music to media.
- Gavin Glass, Musician/songwriter, award winning producer and owner of the legendary Orphan Recording Studio.
- Niamh Farrell, vocalist for the multi-award winning Irish band Ham Sandwich.

Austin Behan, from MINI will also be represented on the judging panel. MINI as a brand is renowned for creativity. 'We know what it takes to make a hit and build a fan base of millions.' Commented Austin Behan, General Manager, MINI Ireland.



‘A talent search of this magnitude has never been undertaken before on Radio in Ireland. It demonstrates our commitment to new and emerging Irish talent.’ Said Colm Hayes, Programme Director of Radio Nova.

Semi-finals will take place on the 7th and 14th of June and final of The Nova Discovered search will be broadcast live on Radio Nova on Thursday 21st June. It’s one of the biggest searches for unsigned, emerging talent ever.

If you think you have the talent and the prowess to become the Nova Discovered artist of the year all you have to do is log onto Novadiscovered.ie and upload the track you think will win! It’s that simple.

-ENDS-

NOTE TO EDITORS:

Pictured Austin Behan, General Manager MINI Ireland, Niamh Farrell Ham Sandwich, Peter Devlin Radio NOVA and Dee Woods Radio NOVA.

About MINI and The BMW Group:

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world’s leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 14 countries; the company has a global sales network in more than 140 countries.

For further information on Radio Nova please contact:

Elaine Leonard, Radio Nova PR & Marketing Manager.

PH: 086-8367323 | Elaine@nova.ie.

www.nova.ie

www.novadiscovered.ie

For further information on MINI or BMW please contact:

Laura Condrón | Corporate Communications & Events Manager, BMW Group Ireland. | 086 047 2953 |

Laura.Condron@BMW.ie

Media website: www.press.bmwgroup.ie

www.instagram.com/MINI.ie/

www.MINI.ie

www.facebook.com/MINI.Ireland/

www.youtube.com/MINI