



PRESS RELEASE -IMMEDIATE

WORCESTER-BASED INDEPENDENT RECORD LABEL HELPS TO RELEASE CHARITY SINGLE

All proceeds from *My Boy* go to military charity SSAFA Forces Help

Worcester-based independent record label Black Sheep Records will be helping Midlands singer/songwriter Chris Whiting to launch a charity single in aid of SSAFA Forces Help on 14th December.

While performing his song *My Boy* at numerous gigs, Chris was often approached by current and ex-soldiers, families and friends of servicemen, all of whom had found it moving. It became clear that *My Boy* had a particular resonance within the Serving community and so Chris and John Taylor from Black Sheep Records approached SSAFA Forces Help with a view to releasing the single.

Chris was keen to support SSAFA Forces Help after hearing about the charity's 'homes from home' for injured service personnel and their families. SSAFA Norton House is near the main military treatment centre at Selly Oak Hospital and allows mums, dads, partners, wives, children and grandparents to stay close to wounded loved ones when they need them most.

Chris said: "Every time we switch on our televisions or open up our newspapers we are reminded of the dangers our servicemen and women face and also of their families. They're the ones who remain at home, going about their daily lives, hoping and praying that their loved ones return safely to them.

"Being a Midlander myself I was very aware of the excellent work of SSAFA Forces Help in developing SSAFA Norton House near Selly Oak Hospital. During what must be an extremely traumatic time for families, they can now remain close to their loved ones, in comfort and with the support of SSAFA Forces Help's dedicated staff."

Chris is no stranger to the Worcester area, having played several shows here over the past few months at Orchard Café and the Horn and Trumpet as part of the Worcester Music Festival, and at The Marrs Bar headlining the post-festival party. For the recording, Chris has teamed up with The Charlatans' drummer Jon Brookes and top producer Ian Palmer of Palmerlive to record a commercial version of his song *My Boy*, and the CD will also include an alternative acoustic version of the song and another original composition, *Camden Town*.

Chris works as an accountant in Birmingham-based Grant Thornton's not-for-profit advisory team, and the company has funded the recording of the single. Kathryn Godfree, partner and Grant Thornton's Birmingham office CR coordinator, said: "We are absolutely delighted to support Chris and his creative endeavours

on behalf of SSAFA Forces Help and hope that his single raises lots of money for this very deserving cause"

My Boy, which features Jon Brookes of The Charlatans on drums, is being officially released through Black Sheep Records on 14th December. The CD is currently available to pre-order through Chris's website www.chriswhitingmusic.co.uk and tracks will be available to pre-order on download from November 16th from Ditto Music at www.dittomusic.com.

My Boy will be available to download from iTunes, Amazon, Napster, Dittomusic and many other major sites from December 14th, and a CD will continue to be available through www.ssafa.org.uk or www.chriswhitingmusic.co.uk.

Chris will be performing an acoustic version of *My Boy* at The Jam House in Birmingham on Tuesday 24 November, along with tracks from his forthcoming EP *Our Rocks - The Basement Sessions*. He will also be playing with his band at the Q Bar in Walsall Wood on Saturday 12 December, which will include a guest appearance by Jon Brookes.

Jon said: "More and more of our soldiers aren't coming home and when their families need help SSAFA Forces Help is there for them. I hope this beautiful song gives people something to reflect on."

The single is sponsored by leading business financial adviser Grant Thornton and Loft Mastering House, and RAC have pledged their support. All proceeds from CD and download sales will go to the charity.

Ends

For further information, demos and press ready photographs please contact John Taylor on 07969 585591 or by email at john@blacksheeprecords.co.uk

Notes to Editors:

SSAFA Forces Help

The Soldiers, Sailors, Airmen and Families Association (SSAFA) - Forces Help is the leading national charity committed to helping and supporting those who serve in our Armed Forces, those who used to serve, and the families of both. They provide a reliable, caring and trusted service to more than 50,000 people each year.

Their professionally trained staff and network of 7,000 volunteers provide practical and financial assistance, emotional support and a wide range of services to ensure that SSAFA Forces Help makes a real difference whenever anybody turns to them for help.

Chris Whiting

Chris has been writing and gigging for over 10 years. Chris was with the band Mound for a number of years before concentrating on solo work. Recently he has been signed to Black Sheep Records with a view to releasing his debut album in 2010. Demos of some of Chris's tracks are available at www.chriswhitingmusic.co.uk.

As well as the single, Chris's debut EP *Our Rocks, the Basement Sessions* will be available through download sites from December 7th. The track *Please Forgive Me* which appears on this EP, and also on the Worcester Music Festival compilation

CD, was described in a recent review as "the swaggering *Please Forgive Me*, a stripped down rousing toe-tapper of a tune that'll have you hollering along in glee".

Black Sheep Records is a small independent record label and promotions company based in Worcester. The company manage a select portfolio of acts, and provide promotional services such as websites, graphic design, photography and printing at affordable prices for unsigned bands.

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