

BEN SHERMAN TO PARTNER WITH PRS FOUNDATION'S MOMENTUM MUSIC FUND

London, United Kingdom (April 30, 2019) Iconic British brand Ben Sherman is excited to announce its partnership with the PRS Foundation's pioneering 'Momentum Music Fund' that will see the brand work with the UK's leading charitable funder of new music and talent through a series of live events and in-store performances.

As part of the partnership, Ben Sherman will support Momentum funded artists beginning with a free live performance by West London duo Babeheaven, hosted at the brand's flagship Carnaby Street store in London on Thursday 23rd May, 2019.

The series will continue in June, with Ben Sherman officially launching the first of their **Ben Sherman Presents Momentum** gigs at London's music mecca The Old Blue Last on Great Eastern Street on Thursday 6th June, 2019 with performances by Hull band LIFE, Paris Youth Foundation and rising London solo artist Zilo. To coincide with the series, Ben Sherman will also host a live performance from Momentum supported artist Ten Fé at their flagship as part of Carnaby Street Music Month.

On the partnership, Joe Frankland, Senior Grants and Programmes Manager at PRS Foundation comments, "Music and fashion have always been closely linked and play important roles in the melting pot that informs artistic inspiration. It makes sense for our pioneering Momentum Music Fund to join forces with one of the most iconic British brands and it is encouraging to see such a name investing in the future of music, at a time when support is so needed. We can't wait to offer vital live and promotional platforms to more Momentum grantees."

Talbot Logan, Senior Vice President Brand Management for Ben Sherman adds, "Ben Sherman has always had a long history with music and it's subcultures, so partnering with the PRS Momentum Music Fund feels like a great partnership for the brand this year. The fund has a long history of supporting artists who have gone on to be nominated for and win such prestigious awards such as the BRIT Awards. We're really excited to be a part of the fund for 2019 and look forward to supporting the newest talent from the British music scene."



Managed by PRS Foundation, the Momentum Music Fund awards grants of between £5,000-£15,000 using funds from PRS Foundation, PPL, Creative Scotland, Arts Council of Wales, Welsh Government, Arts Council of Northern Ireland and Invest NI. Spotify, the official digital partner on the fund, contributes additional funding and a reward package containing exciting promotional opportunities and a close working relationship between Momentum artists and the Spotify team.

The Momentum Music 5 year impact report, which was launched at the Great Escape in May this year, showed that since 2013 the fund has supported over 200 artists, over 90 new albums and more than 100 UK tours totalling over 650 UK live dates. The 2016 [impact report](#) analysing the first three years of the fund

revealed that Momentum has generated £13million for the UK music industry. PRS Foundation and Arts Council England initiated The Momentum Music Fund in 2013. Arts Council England originally established the need for this specific fund and supported the programme from 2013-18.

For a full rundown of all the artists supported so far see: <http://prsfoundation.com/funding/momentum-music-fund/momentum-artists>. The next deadline for applications to the Momentum Music Fund is 28th May 2019 via the PRS Foundation website. We are particularly interested in receiving more applications from outside of London: <http://prsfoundation.com/funding/momentum-music-fund>.

Listen to the latest Momentum supported artists on the Spotify Momentum playlist [here](#).

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ABOUT BEN SHERMAN

Ben Sherman was a legend in his own right. Often described as ‘always embracing the new and the different’; he constantly searched for the very best. Born Arthur Benjamin Sugarman, he began his career making shirts for other designers. It wasn’t very long before his creative flair took over and he started designing his own shirts. By 1963 Ben Sherman was ready to launch his clothing line. For over fifty-six years the iconic Ben Sherman shirt and brand has been adopted by almost every seminal youth culture and style movement, it is still revered and worn by the style leaders of today. Now a global lifestyle brand Ben Sherman and the original Oxford shirt remains a modern icon, there is simply nothing quite like an original Ben Sherman shirt. www.bensherman.co.uk | @benshermanofficial

ABOUT PRS FOUNDATION

PRS Foundation is the UK’s leading charitable funder of new music and talent development. Since 2000 PRS Foundation has given more than £32 million to over 6,800 new music initiatives by awarding grants and leading partnership programmes that support music sector development. Widely respected as an adventurous and proactive funding body, PRS Foundation supports an exceptional range of new music activity - from composer residences and commissions to a [network of talent development partners](#) and showcases in the UK and overseas. www.prsfoundation.com | @PRSFoundation