

## **New Scool Rulez CD released**

Springing from the FRESH professional development program, the New Scool Rulez compilation CD arrived hot off the press this July. As part of MAV's Emerge Cultural Network, the album features young MCs, Vocalists, and Beatmakers who come from diverse cultural backgrounds including Indigenous, African and Polynesian. For the young emerging artists involved this will mean taking the skills and confidants they have gained through the Connect project to the next level of performance and promotional campaigning to gain broader mainstream exposure. For the youth communities who reside in the socio-economically disadvantaged areas in which the launch events will take place this year will mean the opportunity to be part of a growing grass roots community of multicultural local Urban music performing artists and to participate in new skill development and gain greater access to performing arts in their local areas.

The raw and unique talents of young multicultural Urban music artists and performers often go unnoticed and under appreciated by the mainstream music industry in Australia. The New Scool Rulez project for 2009 is a great opportunity for some of these emerging artists to shine and be given a long overdue platform to share their style of Urban music, influenced by their diverse cultural backgrounds, creating a new Urban sound uniquely Melbournian – giving pride and ownership to all the young people involved.

Unlike the UK and the US, where local multicultural Urban music artists are now recognised within the mainstream music industry and represented on commercial radio and media, there is still a huge gap in the Australian market for our own emerging Urban music community. New Scool Rulez will set an example of the fresh and high quality our local multicultural Urban artists have to offer and why there should be greater opportunity for exposure and celebration of Australia's unique take on the Urban music genre.

To find out more about New Scool Rulez and FRESH 2009, including monthly training sessions, mentorship, recording and performance outcomes, contact Youth Officer Catherine Sweeney on [youth@multiculturalarts.com.au](mailto:youth@multiculturalarts.com.au)