



MEDIA RELEASE

PLYMOUTH MUSIC ZONE WEBSITE PROVES IT'S A PALPABLE HIT!

The community music organisation's website tops the 10,000 hit mark after only a few months online...

PMZ's award winning website beat off stiff competition recently to win a South West Media Innovation Award in the Best Community Website category. The site allows young people to interact and show off their music, video and photos in a kind of online stage. It's especially designed to be fully accessible and has attracted people from all over the world who admire the work that's being done by the charity.

Plymouth Music Zone's newly appointed Development Director, Debbie Geraghty, who runs the website says:

"I'm hugely curious about what someone in Kazakhstan or Argentina thinks of our website because they seem to be logging on for some reason. I guess the great thing about music is that it's a universal language and it can be used to help people to really express themselves. What's important to us is that young people have a voice. It matters to us what they think about music and what we do because it actually affects the direction that we take as a business."

Plymouth Music Zone is approaching the end of an Arts Council funded Organisational Development process designed to help it become a more successful social enterprise in order to ensure its future sustainability.

PMZ Project Director, Ben Ballard, says:

"PMZ will always be an organisation with charitable aims that tries to use music as a way of making a difference personally, socially and educationally to young people's lives. That's why we're here. But our funding is due to be reduced in coming years and we need to protect our future and the important work that we do. That means adapting and changing to survive and thrive. The website is just one aspect of many ways that we include young people in those decisions."

Plymouth Music Zone was one of the finalists in the Social Enterprise of the Year category in last year's Enterprising Plymouth Awards run by the Herald. The website was designed in conjunction with local award winning firm HMC Interactive and can be found on www.plymouthmusiczone.org.uk

For more information please call Debbie Geraghty or Ben Ballard on 01752 213690.

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