



21 November 2016

THE VODAFONE BIG TOP 40 GIVES LOCAL IPSWICH SINGER-SONGWRITER BIG BREAK

Ipswich local Yoji is celebrating after being named the next Vodafone Future Breaker winner, giving the unsigned singer-songwriter a fantastic opportunity to launch her budding music career. The Vodafone Future Breakers initiative, launched as part of the Vodafone Big Top 40 partnership with Global, has given Yoji the money-can't-buy chance to record and produce her single 'Life Like Jazz' with industry professionals, as well as her live studio session broadcast online with the Big Top 40.

Yoji first found her passion for music in school plays and open mic nights. She later started her YouTube channel and filmed her own music videos with the support of her family. This culminated recently in local gigs and performances at the Jazz Café, before finally being recognised as a Vodafone Future Breaker.

Taking inspiration from the likes of Alicia Keys and Stevie Wonder, the 24 year old musician mainly creates acoustic jazz with a variety of instruments, bringing something fresh to the music scene. Yoji hopes this big break will be the stepping stone to something bigger, including writing, producing and releasing an EP very soon.

On her experience with Vodafone Future Breakers, Yoji commented: *"It's been so exciting to record my song live in the studio. One minute you are in your bedroom writing by yourself and the next minute you end up performing with Vodafone Future Breakers- it's been amazing! I can't wait to now use this platform to produce my EP and start gigging."*

Fronted by the Vodafone Big Top 40's very own Marvin Humes, Vodafone Future Breakers is continuing the search for the very best unsigned talent from across the UK to uncover the next big thing in music. Listeners, budding artists, DJs and band members can still get involved and enter their tracks or videos through the dedicated hub where they could win a recording studio session with a top industry producer!

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Vodafone UK

Vodafone House, The Connection, Newbury, Berkshire RG14 2FN, England
www.vodafone.co.uk

Vodafone UK Media Relations

Telephone: +44 (0) 1635 693693



Pictured: Yoji

Notes to editors:

About The Big Top 40:

The Vodafone Big Top 40 is the UK's number 1 chart show with 2.4 million listeners every week. It is presented by Marvin Humes and Kat Shoob, and produced by Global, the media & entertainment group. The chart is the UK's first real time chart show with the top 10 taken live from iTunes during the show. Listeners across the UK can tune in on Sundays from 4pm across 130 radio stations, online at bigtop40.com and through the Big Top 40 app. Source: RAJAR / Ipsos-MORI / RSMB, period ending September 18th 2016.

- Find out more about Vodafone Future Breakers and the Vodafone Big Top 40 here: <http://promo.bigtop40.com/breakers/home/>
- Hi res images and logos available on request.
- Follow up interview with Yoji available on request.
- Yoji's YouTube: https://www.youtube.com/channel/UCqCpCMp_CvyxFvkuGeKvg

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