



20 March 2017

## THE VODAFONE BIG TOP 40 GIVES BRENTWOOD SINGER HIS BIG BREAK

Brentwood local, Clark King, is celebrating after being named the next Vodafone Future Breakers winner, giving the unsigned hip-hop singer-songwriter a fantastic opportunity to launch his budding music career. The Vodafone Future Breakers initiative, launched as part of the Vodafone Big Top 40 partnership with Global, has given Clark the money-can't-buy chance to record and produce his own mix with industry professionals, as well as his live studio session broadcast online with the Big Top 40.

Fashioning his music as a mix of hip-hop, rap and pop, Clark has spent the last two years mainly playing across local Essex and London clubs, most recently taking on a Brit Awards after-party in Mayfair. Clark's flair for music first became apparent in his involvement in a choir as a child, before later becoming a solo singer-songwriter gigging across open mic and college nights.

Taking inspiration from the likes of Chris Brown, Ed Sheeran and Stormzy, the 19-year-old hopes this big break will be the stepping stone to something bigger. Having primarily focused on performing in local clubs, Clark is excited to now be bringing his sound to much bigger audiences via the Vodafone Big Top 40.

On his experience with Vodafone Future Breakers, Clark commented: *"The best thing about winning this competition is that it's given me more confidence in my abilities and the encouragement to keep pushing forward with my dream. Working with industry professionals in the studio has been a privilege and is a huge platform for big things in the pipeline this year, so I can't wait to see what's next!"*

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](http://www.vodafone.co.uk)

### **Vodafone UK Media Relations**

Telephone: +44 (0) 1635 693693

# news release



(Picture above: Clark King)

## 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](http://bigtop40.com) and through the Big Top 40 app. Source: *RAJAR / Ipsos-MORI / RSMB, period ending December 18<sup>th</sup> 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 Clark available on request.
- Clark King's Soundcloud: <https://soundcloud.com/user-980773391/clark-king-only-one>

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