



Nottingham's new independent record label, Areafour Recording Industries, nominated for a national award

Areafour Recording Industries only launched its first CD in April of this year, but the Nottingham-based, non-profit making record label has already been nominated for a prestigious national award.

The New Statesman is the UK's leading political magazine and the name behind the sought after New Statesman New Media Awards, which have been running since 1998. This year, the New Statesman New Media Awards have been launched in association with Atos Origin, the leading IT services company, to recognise and reward new media projects which promote accessibility, usability and interactivity. Overall, the awards celebrate those who use new media for the benefit of others, whether in the community or in society at large, using new technology, fresh thinking and creative management.

Areafour Recording Industries is certainly a worthy contender and will compete with new media projects from all over the UK for an award in the 'Information and openness' category.

The independent record label was born out of the frustration of seeing Nottingham labelled as a city with nothing to offer but gang wars and gun crime and has already been making waves in the city and beyond. Its debut CD, launched in April 2007, showcases many of Nottingham's best guitar bands, some of which will appear on stage at the label's live rooftop gig, to be held in the city later this month.

Areafour Recording Industries was nominated for the New Statesman New Media Awards 2007 for its innovative use of new media, including MySpace (www.myspace.com/area4records), Flickr (www.flickr.com/photos/area4records), PayPal (www.paypal.co.uk), MyFlashFetish (www.myflashfetish.com), File Den (www.fileden.com) and it's own website www.area4records.co.uk

By promoting Nottingham's unjustly underplayed, under heard music talent, Areafour Recording Industries is not only giving the city's music scene some well-deserved exposure, it's also helping to promote Nottingham as a city with far more to offer than crime and violence.

The winners of the New Statesman New Media 2007 Awards will be announced in July, so watch this space for more!

Ends

Notes for editors:

Areafour Recording Industries is backed by The Partnership Council, a charity based in Hyson Green set up to improve community lives in many of Nottingham's most deprived areas. The record label is run by volunteers involved in Nottingham's music scene and the creative industries.

www.area4records.co.uk

To find out more about the New Statesman New Media awards please visit:

<http://www.newstatesman.com/nma/nma2007/>

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