



Assorted Records

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New Staffordshire Based Record Label Looks to the Future with International Artists

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A new Staffordshire based independent record label set up with help from the Princes Trust have been making an impact in the music industry at an international level, despite the businesses owners both being in their early twenties.

Assorted Records, originally a University Dissertation project set up by Peter Roch and then joined by Jon Demain after his graduation has now landed deals with artists based as far away as Paris as well as within the Midlands area of the UK.

"It's great to be involved in the Midlands music scene, there's a lot of great musicians out there and it's satisfying to be able to help get them noticed and bring their music to a wider audience. After both being musicians ourselves for a number of years its exciting to be involved in the other side of music as it has always interested us." - Peter Roch (Assorted Records Co-Owner)

The record label has recently hooked up with the 2011 'Raw Talent Music Competition' to offer the winners a chance to win a recording deal. Assorted Records are also offering the winners a free website, professional photo shoot and support slots with established artists.

Since the official launch of the business not only has funding and support been secured from the nations biggest youth enterprise assistance program, The Princes Trust, been achieved but the label has been winning acclaim for its approach to music. Assorted Records is looking to put together a 'mixed bag of talent' from around the country, adopting an attitude along the lines of 'good music is good music, no matter of its genre.

With spaces still available on the labels roster the businesses owners are putting out a call for demo submissions from artists of all styles from around the world. For more information please see: www.assortedrecords.com