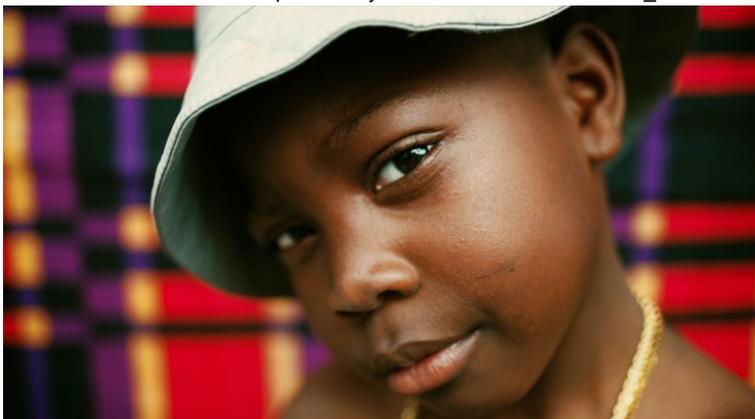


FOR IMMEDIATE RELEASE

Benny Page Announces New Video Champion Sound

Artist: Benny Page**Release:** Champion Sound feat. Assassin**Date:** 23 August 2014**Youtube video link:** https://www.youtube.com/watch?v=vDnLt_uQTF4

"If you don't know about Benny Page...make sure you get to know.... We are loving the sound of this"
MOBO Awards (Official)

"They better play this at Carnival or we'll kick off!"
Noisey / Vice

"This tune is massive!"
BBC Radio One

Following his debut **Glastonbury Festival** appearance headlining **The Cave**, **Benny Page** announces the launch of his new video for the **Champion Sound** single premiered by **Noisey/Vice**. The single is available worldwide 23 August 2014 on his own label **High Culture Recordings** and **Rise Artists Ltd.** This release is revealed after **Mistajam's** recent **BBC Radio** premiere, an accolade following the wave of success surrounding his recent dancefloor hit **Hot Body Gal** feat. **Richie Loop** supported by **Sir David Rodigan**, **Seani B** and **Toddla T** across **BBC Radio One**, **1Xtra** and **Kiss Fm** alongside worldwide festival and club appearances. **Champion Sound** features Jamaican dancehall artist **Assassin**, who appeared on **Kanye West's** last album **"Yeezus"** on the track **"I'm In It"** and was mastered at **Metropolis Studios** by **Stuart Hawkes** whose previous works include **Basement Jaxx**, **Rudimental** and **Maverick Sabre**.

Benny Page notes his influences were initially drawn from his Dad's records whilst growing up, listening to **Led Zeppelin**, **Black Sabbath** to **Bob Marley** and **Marvin Gaye**. He started his musical zeal performing guitar and drums in live bands up until when he discovered Electronic music which intensified his passion to build his career as an Electronic songwriter and producer. This led to **Shy FX** signing **Benny Page** to his now legendary **Digital Soundboy** label kick starting his professional career with his 2006 dancefloor anthem **"Turn Down The Lights"**. This was followed by an array of seminal ragga jungle cuts, as well as numerous well received productions across the dance music spectrum. Since then **Benny Page** has produced tracks for **Sony**, **Universal** and **London Records** remixing artists such as **Jessie J**, **Tinnie Tempah**, **Misha B**, **Snoo Lion**, **Arlisa & Nas**.

After a number of years establishing international recognition; **Benny Page** has evolved his sound initiating the start of this unique album project. **Benny Page** recently spent time in **Jamaica** discovering first hand the famous rhythms and basslines of the island that are so key to his music. In just over two weeks **Benny Page** recorded twenty two **Jamaican** vocalists in what he describes as a musically insightful experience redirecting his techniques into a new sound that he is happy to be revealing. **Benny Page's** main objectives on the island was to achieve a more authentic and diverse sound, managing all the studio recordings directly in a more traditional and personal songwriting process. Other **Jamaican** vocal legends who are set to appear on his forthcoming album include; **Big Youth**, **Beenie Man**, **Spice**, **Popcaan** and **Protoje**. **Benny Page** teamed up with **Richie Loop** on his first single for the **Moombahton** driven **Hot Body Gal**, a hit in Jamaica and continuing to impact worldwide leaving fans eagerly awaiting this highly anticipated follow up.

Already receiving numerous plays on national radio and media attention, **Champion Sound** displays **Benny Page's** production techniques in a new form with his fresh 140bpm sound. The track infuses elements of Dancehall, Reggae, Breakbeat and Drum and Bass producing a high energy beat with a vibrant horn section, graced by the hard hitting vocal prowess of heavyweight Dancehall artist **Assassin**. Well suited for the summer festival period, **Champion Sound** has all the ingredients for a sort after summer anthem.

To celebrate the release of **Champion Sound**, **Benny Page** has a European launch tour and will be debuting his **Benny Page LIVE** single launch concert hosted by **Mama Group** on 11th September at the Jazz Café. The new show involves live horns, live percussion, two new MCs and visuals from Jamaica.

Expect imminent updates as **Benny Page's** already flourishing career takes a step onto a whole new exciting level.

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