

Franz Ferdinand's Alex Kapranos Launches The Co-operative's Partnership With The British Music Experience At The O2 To Inspire Young People



The **co-operative**
good for everyone

Released on: July 22, 2010, 4:51 am

Author: [The Co-operative Group](#)

Industry: [Entertainment](#)

Franz Ferdinand's Alex Kapranos was at The O2 today to help [The Co-operative](#) announce its partnership with The British Music Experience. The partnership is set to help educate and inspire young people, and marked the release of 15,000 free tickets to the venue for young people across the country. The popular performer also delighted students with a "master class" at the venue offering advice on how to get into the music industry, and even playing a few acoustic tracks.

International artist Alex Kapranos, singer and guitarist of indie band Franz Ferdinand and performer of hits such as Take Me Out and Do You Want To, is delighted to be involved in the initiative: "I enjoyed meeting the students here today and talking about my experiences as a musician. It's good to take a bit of the mystery out of song writing, while still enjoying its magic. It's been rewarding to give back a little of what I've learnt myself."

The UK has long been a world leader on the rock and pop stage, providing a constant flow of talented musicians. As such the British Music Experience is an ideal starting point for The Co-operative's new 'Inspiring Young People campaign'. The Co-operative has committed to inspiring and educating young people across the country, and has pledged to give away 15,000 free tickets to the British Music Experience as part of this goal.

Local students from Plumstead Manor and Eltham Green schools were amongst the lucky few at the "master class".

Even Co-operative Group Chief Executive Peter Marks got into the act, commenting:

"The partnership with the British Music Experience is a natural fit for The Co-operative. We are committed to inspiring young people and already have a number of programmes which engage with them – whether it's through sport, music or education. The British Music Experience is dedicated to inspiring young people through music so we're delighted to partner with them on creating experiences and opportunities for young people."

Harvey Goldsmith CBE, Chairman of the British Music Experience, added: "We are delighted to have The Co-operative on board with the British Music Experience. Their initiative to inspire young people through education is an admirable commitment, and something we aim to achieve at the British Music Experience every single day."

For more information please contact:
Amy Vickery / Maryann Stevens at Generate Sponsorship
Tel: 0845 2418111 /
E: av@generatesponsorship.com / ms@generatesponsorship.com

Editor's notes

The Co-operative
The Co-operative Food is the fifth largest food retailer, following the acquisition of the Somerfield supermarket chain in March 2009. The Co-operative Financial Services is one of the largest and most diversified financial mutual businesses, operating The Co-operative Bank, The Co-operative Insurance and Britannia.

It is also the UK's number one provider of funeral services, the third largest retail pharmacy chain, a leading travel retailer, supplying the

travel needs of more than three million people annually, and is the UK's largest farmer.

The Co-operative stands apart from other major retailers in the UK as a business which is owned, not by a small group of shareholders, but by more than five million consumers. With core interests in food, financial services, travel, pharmacy, funerals and farms, it has an annual turnover of £14 billion, employs 123,000 staff and operates over 5,000 retail trading outlets handling more than 20 million weekly transactions.

The Co-operative has been voted the UK's most ethical brand thanks to its strong sense of [Corporate Social Responsibility](#), and 98 per cent of all its outlets are powered by renewable energy. With 260 Fairtrade grocery products, it has the widest range of Fairtrade grocery products as well as engaging in many other [Environmental Initiatives](#).

For more information about The Co-operative please visit www.co-operative.co.uk

The British Music Experience

The British Music Experience (BME) is the definitive, geographical home of British music, based at the heart of The O2 – the World's most successful venue. The BME aims to advance education in the history, science and culture of British popular music.

The experience combines cutting edge audio-visual technology with music memorabilia and the only exhibition where content and member recordings can be selected and kept. Exhibits include iconic pieces like David Bowie's Ziggy Stardust costume and Noel Gallagher's Union Jack guitar.

An interactive education programme involving a range of workshops, lectures, master classes and concerts aims to help teachers raise standards in schools. Classes have included lessons from Jeff Beck and Stone roses/Radiohead producer John Leckie.

For more information please visit www.britishmusicexperience.com

Alex Kapranos
Alex Kapranos is the lead singer and guitarist of British rock favourites, Franz Ferdinand. Winners of the Mercury Music Prize, two BRIT Awards, the Ivor Novello Award, numerous NME Awards and multiple

Grammy nominees, Franz Ferdinand changed the music landscape as pioneers of the Indie Revolution.

The band first came to prominence when they hit the UK charts with a bang with indie floorfiller Take Me Out, which bounced to number 3 in 2004. Their debut album Franz Ferdinand had two other top ten singles – The Dark of the Matinee and This Fire. Subsequent albums have included hits such as Do You Want To (declared by Q to be the best single of the year), Ulysses and No You Girls. They have also become famous for their covers and collaborations including LCD Soundsystem and a cover of Britney Spears' Womanizer for BBC Radio 1's Live Lounge. They also recently contributed to the soundtrack for Tim Burton's film Alice in Wonderland.

Their brand of art school rock is famous for its avant-garde style, taking inspirations from Russian art. Signed to influential independent label Domino Records, the band are currently working on their new album.

Alex Kapranos is from Glasgow. He produced The Cribs' third album Men's Needs, Women's Needs, Whatever, and recently co-wrote and performed on Edwyn Collins' new LP. He also enjoys carpentry, constructing abstract furniture, and is currently working on his third (unpublished) novel.

For more information please visit www.franzferdinand.co.uk

Contact Details: 11th Floor
New Century House
Corporation Street
Manchester
M60 4ES

0161 827 5614
dave.smith@co-operative.coop

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)