



Amazon 'Prime Day Live': Tom Grennan, Mimi Webb and Shaybo to Perform at Livestreamed Event Presented by Amazon Music

June 9, 2021

Bedford-born rising star Tom Grennan will give his first live public performance post lockdown, and will be joined by the top 10 singer-songwriter, Mimi Webb and the 'Queen of South London', rapper Shaybo

Prime Day Live will be watched in person by guests from mental health charities YoungMinds, Together for Mental Wellbeing and Making Me. All three charities can benefit from promotions by Amazon's charity initiative, AmazonSmile, which will double donations this Prime Day

Tune in live from 7.30PM BST on Wednesday 16th June via Twitch at www.twitch.tv/amazonmusicuk or through the Amazon Music app

LONDON – 00:01, 07 JUNE 2021 – Amazon.co.uk is bringing together Brit #1 album holder, Tom Grennan, top 10 singer-song writer, Mimi Webb and south-east London lyricist and rapper, Shaybo and on stage for a livestreamed event for 'Prime Day Live'. The free concert, presented by Amazon Music will be available to all Amazon customers to stream live from 7.30PM BST on Wednesday 16th June 2021 via Twitch at www.twitch.tv/amazonmusicuk and through the Amazon Music app. Customers who miss the livestream can watch on demand on Twitch for up to 30 days after the concert. Also this Prime Day, Amazon's charity giving initiative AmazonSmile, will offer Prime members the opportunity to double the usual donation rate (1% instead of 0.5%) to the charity of their choice whilst shopping through AmazonSmile. This year, as the country braces for the growing mental health crisis, 'Prime Day Live' will spotlight several mental health charities put under increasing strain in the wake of the pandemic, including YoungMinds, Together for Mental Wellbeing and Making Me. These are just three of the 40,000 registered charities on AmazonSmile, serving people in the UK in many different ways.

Each artist will perform a 30-minute set live on stage, with an intimate audience of invited guests from YoungMinds, Together for Mental Wellbeing and Making Me, thanking them for their work and celebrating the healing power of music. As well as raising awareness of the vital work of these mental health charities across the UK, Amazon will also be making a donation to the charities.

Fresh from the launch of his latest chart-topping single 'By Your Side' with Calvin Harris, **Tom Grennan** couldn't be more excited to be taking to the stage once again, especially when the cause is so close to his heart: *"We all know the incredible effect that music can have on our mental state and loads of us can recall a time where hearing that one song at exactly the right moment boosted our mood or gave us that spark of motivation. It feels like a long time coming but I'm so excited to finally be getting back out there and playing new music. I'm so glad that my first gig back is for such an important reason – highlighting the incredible work of mental health charity workers across the UK who dedicate their time to help others and have been instrumental in helping the nation through the pandemic."* Tom will be joined on stage by top 10 singer-song writer, Mimi Webb and the 'Queen of South London', rapper Shaybo.

Supporting the Vital Work of UK Mental Health Charities

Millions of people in the UK are facing mental health challenges post pandemic. Prime Day Live will commend the hard work and dedication of the UK's charity workers and provide a platform for three of these vital charities, YoungMinds, Together for Mental Wellbeing and Making Me, to educate people on their vital work. Amazon is making donations to all three charities featured and is encouraging Prime members to shop through AmazonSmile this Prime Day to generate donations for one of the thousands of charities that need extra support this year. Patrick Clifton, Head of Music, Amazon Music UK, said: *"Prime Day Live will help raise awareness and much needed funds for YoungMinds and Together for Mental Wellbeing. Mental health charities in the UK have faced an incredibly tough 18 months and we're glad to be encouraging the fundraising effort. Music brings people together and is a powerful mood-lifter, so we hope those in the audience and watching live at home enjoy the show."*

Together for Mental Wellbeing - the UK's oldest mental health charity supporting people who've experienced mental distress to live independent, fulfilling lives – is one of the AmazonSmile registered charities attending the event. Linda Bryant, Chief Executive, Together for Mental Wellbeing said: *"The Covid-19 pandemic has been a hugely traumatic event. It has meant people have experienced mental distress while dealing with consequences like grief or loss of income and freedoms while placing more strain on people with pre-existing problems and further stretching already underfunded mental health services. Thank you for recognising the hard work of our staff and for the vital donations that support this community."*

AmazonSmile registered charity, **YoungMinds** is leading the movement to make sure every young person gets the mental health support they need, when they need it, no matter what. Michelle Kerrigan, Development Manager from YoungMinds commented: *"We are faced with a growing mental health crisis in the UK. An estimated five children in every classroom has a mental health problem. But things can get better. We provide young people with tools to look after their mental health. We also empower adults to be the best support they can. We are incredibly grateful and excited to be a part of Prime Day Live which will help raise awareness of the services available. Together, we can create a world where no young person feels alone with their mental health"*.

Making Me is a young charity with a big ambition to empower young people and children everywhere with the knowledge and resources to stay mentally fit and well, and is another of the AmazonSmile registered charities attending the event. Liz Fordham, Founder & Chief Executive of Making Me said: *"In a normal year young people everywhere face challenges growing up, and the global pandemic has caused many more children and young people to struggle with their mental and emotional wellbeing. That's why the vital work at Making Me is dedicated to giving children and young people*

the power of knowledge and resources that they need to stay mentally and emotionally well throughout life, from their first entry to school in to the point they leave in Year 13. We are beyond excited to be part of Prime Day Live and incredibly grateful for the support."

Generate Donations Whilst You Shop This Prime Day

This Prime Day, Amazon Prime Members will not only be able to shop some of the year's best deals, but they'll also be able to generate donations as they spend (at no cost to them or their chosen charity), simply by shopping through AmazonSmile. The donations generated will go toward the charity of the customer's choice. There are two ways to generate donations:

All Prime members shopping with AmazonSmile: AmazonSmile will double its donation rate throughout the entire 48 hour Prime Day event on all eligible purchases made by Prime Members shopping through AmazonSmile in their Amazon app or on the web at smile.amazon.co.uk. Prime members will generate a donation of 1% of the net purchase price to their chosen charity, each time they shop a deal with AmazonSmile.

Prime members activating AmazonSmile in their app: There's even more to gain for UK charities this year: AmazonSmile will also donate 5% of the net purchase price – 10X the regular rate – on the first qualifying AmazonSmile purchase on Prime Day, for every Prime member who activates AmazonSmile in their Amazon App from 2nd June through the end of Prime Day 2021 on 22nd June.

Customers can now shop AmazonSmile on the latest version of the Amazon app. Just open the app, navigate to Settings in the main menu (☰), tap on "AmazonSmile," select the charity of your choice, and then follow the on-screen instructions to turn on AmazonSmile. Once AmazonSmile has been activated, future eligible app purchases will generate a donation (0.5%) for the charity you selected. When you shop with AmazonSmile, you'll find the exact same low prices, vast selection and convenient shopping experience as amazon.co.uk, with the added bonus that AmazonSmile will donate a portion of the purchase price to your selected charity.

Visit smile.amazon.co.uk/onthego to learn more.

Amazon Music

Prime members can listen to 2 million songs, always ad-free, with their Prime membership. Members who haven't yet tried Amazon Music Unlimited can get our best deal ever—four months free with unlimited access to more than 70 million songs ad-free and millions of podcast episodes.

-ENDS-

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NOTES TO EDITORS

About Amazon.co.uk

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About Prime Day

Amazon's annual Prime Day event will be held 21st and 22nd June, kicking off summer with two days of epic deals and the best savings Prime has to offer. The shopping extravaganza will deliver Prime members over two million deals across every category, including fashion, home, beauty, and more, along with the best in entertainment benefits and never-before-seen exclusives across Prime Video, Amazon Music, Prime Gaming, and more. Prime

Day kicks off at 00.01am on 21st June and runs through 23.59pm on 22nd June for Prime members in the UK, U.S., the United Arab Emirates, Turkey, Spain, Singapore, Netherlands, Mexico, Luxembourg, Japan, Italy, Germany, France, China, Brazil, Belgium, Austria, Australia, and – participating for the first time this year—Saudi Arabia. Not a Prime member yet? Anyone can join Prime or start a 30-day free trial at amazon.co.uk/primeday to participate in Prime Day. Stay up to date on Prime Day by asking Alexa. Just say, “Alexa, keep me posted on Prime Day.”

About Amazon Music

Amazon Music reimagines music listening by enabling customers to unlock millions of songs and thousands of curated playlists and stations with their voice. Amazon Music provides unlimited access to new releases and classic hits across iOS and Android mobile devices, PC, Mac, Echo, and Alexa-enabled devices including Fire TV and more. With Amazon Music, Prime members have access to ad-free listening of 2 million songs at no additional cost to their membership. Listeners can also enjoy the premium subscription service, Amazon Music Unlimited, which provides access to more than 60 million songs and the latest new releases. Amazon Music HD, a tier of premium quality streaming audio, offers more than 60 million songs in High Definition (HD), millions of songs in Ultra HD, and a growing catalogue of 3D audio. Customers also have free access to an ad-supported selection of top playlists and stations on Amazon Music. All Amazon Music tiers now offer a wide selection of podcasts at no additional cost. Engaging with music and culture has never been more natural, simple, and fun. For more information, visit amazonmusic.co.uk or download the Amazon Music App.

About Tom Grennan

Born in Bedford but based in London, singer-songwriter Tom Grennan first found fame as the guest vocalist on Chase & Status's track “All Goes Wrong”. A Hottest Record on Annie Mac's Radio 1 Show, the track gave Grennan the chance to cut his teeth in the Radio 1 Live Lounge and on BBC Two's Later... with Jools Holland.

But it might not have turned out that way. As a teenager, he had a promising football career, playing for Luton Town, Northampton Town, Aston Villa and Stevenage. “I was close to playing over in the States but something was telling me not to and obviously it was the music,” he told Music Week earlier this year. “My head was turned by music and people saying I had a voice! Tom's first album *Lighting Matches* was one of the 10 best-selling debuts of 2018. Tom's highly anticipated second album *Evering Road* debuted at #1 in the UK album chart. The album is Grennan's boldest artistic statement to date, described as “one of the country's bright young musical talents” by British GQ, and simply “epic” by the NME, The Sun praised Tom as “the ultimate Gen Z rock star”. *Evering Road* includes ‘Little Bit Of Love’, a UK Top Ten single that's now been streamed over 30 million times. ‘Evering Road’ is the follow up to ‘Lighting Matches’ - Tom's breakthrough album that cemented him as one of the UK's most vital and exciting new artists, and one of the Top Ten best-selling debuts of 2018. A Top Five UK Gold-certified record, ‘Lighting Matches’ has amassed over a quarter of a billion streams and seen Tom perform sold-out headline shows at The Royal Albert Hall and O2 Academy Brixton. New single, *By Your Side*, with Calvin Harris, is out now. Tom will perform across sold out UK tour dates from September 2021, including a landmark show at London's Alexandra Palace.

About Mimi Webb

Mimi Webb projects a voice as magnetic, massive, and magical as her personality. As “*the girl next door*”, she's quick to laugh, will let you know precisely what's on her mind, and isn't afraid to be heard. Originally hailing from Canterbury, the pop singer and songwriter turns up the volume on every emotion with skyscraping runs and open-heart honesty. Inspired by the likes of Amy Winehouse, Emelie Sandé, and Sam Smith, she started writing songs of her own at 13-years-old in diaries before eventually learning guitar. Around the same time, she enrolled in The BRIT School—known for alumni such as Adele, Amy Winehouse, Jessie J, and more. Three years later, she left home, moved in with a host family, and attended the prestigious BIMM [British Institute of Modern Music]. In 2019, she uploaded a handful of early compositions and collaborations online, landed management, and inked a deal with Epic Records (RCA in the UK). During a New York City dinner with friend Charli D'Amelio just before Christmas, Mimi's impromptu acapella (*in the restaurant*) exploded with over 20 million views on TikTok, paving the way for a string of original fan favorites such as “Before I Go,” “I'll Break My Heart Again,” “Reasons,” and “Good Without.” After amassing over 100 million streams, hundreds of millions of views and receiving widespread acclaim from *Wonderland*, *Refinery 29*, *Idolator* and *FLAUNT* shines on her 2021 debut EP and much more music to come.

About Shaybo

Born and raised in south east London, Shaybo the hard-hitting truth-telling female rapper is not here to play games. With a passion for rapping running through her veins, Shaybo's fervent lyrics, and catchy melodies expose a highly versatile artist whose sound has the power to provoke a profound response across all genres.

Being no newcomer to the rap scene, Shaybo has always been a creator at heart, dabbling in rap since her early teens where she became a household name with the already bubbling UK rap scene, growing up in southeast London inevitably shaped her to become the honest, driven and highly spirited individual that she is today. A firm believer in the strength of community amongst women, the sounds of Shaybo lyrics are charged by the electricity that connects people. Her lyrical delivery and content is what people resonate with males and females. Shaybo has the accolades and momentum in her favor with her most recent releases 'Bonjour cava' and 'Ya Dun Know' gaining huge attention from her 'Real One Fans' with the upcoming release of her EP 'Queen Of The South' featuring top tier artist there will be no limit on what she will be able to accomplish in the near future.