**Tik Tok pitch for Young Minds charity**

Introduction to company:

**Next side:**

introduce team

Explain our roles

**Next side:**

We produce catchy child friendly music with a positive message behind it! Our music is made up of popular genres such as: Rnb, Afrobeat's and Garage.

Our slogan is “feel in colour” we believe that we have a rainbow of emotions in our bodies and through our music we can inspire and encourage the younger generation to explore and express the shades and tones of their minds! We like to install the message that its “Ok not to be ok and that emotions are a colourful picture we decorate with our feelings!

Sometimes Dark Blue Storms can be as beautiful as a Bright Yellow Sun because we control the brush, it’s how we paint our canvas!

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We are interested in representing Young Minds and your ‘you matter strategy’ with in our work!

All three of us are really passionate about mental health especially during early and later development. We have all encountered more than one shape or form of mental health such as now... anxiety but we try to channel that into adrenaline to keep our energy positive and productive!!

**Next slide:**

Present the problem:

Sylv –

Young children and teenagers are vulnerable and have impressionable minds

Lot of the times they suffer in silence and never reach out

They feel really alone and also feel the pressure to look cheerful .

They feel a variety of emotions

Like sadness, embarrassment, fear, anxiety, helplessness, loneliness , guilt , confusion , frustration etc

They often feel left out or not ever good enough . And are often trying to escape these feelings instead of dealing with it .

Feeling like this for an extended period of time can sometimes even lead to taking their own lives.

**Next slide:**

Present our solution:

RHi-

Having said this, music is a great medium to inspire and encourage the younger generation to comprehend their feelings and emotions in a simple way that they can understand. They can also have fun whilst breaking down the stigma of mental health organically.

In terms of musicality, I used instruments such as harps, flutes and chimes which symbolises peace, tranquillity and fluidity. In terms of melody, we made sure it was catchy and simple so that it is easy to learn and remember. I also added harmonies to accompany this, in order to create an amplified, colourful affect.

The first song is an rnb / afrobeat fusion, entitled “You don’t have to be alone (call on me)” which is aimed at 5-12 year olds.

The second song is a garage fusion, entitled “Let the rhythm ease your mind” which is aimed at 13-16 year olds.

We included a rap in this song in order to broaden the demographic and relate to all teens regardless of their gender and outlet of their emotions.

We merged the two songs together to create the 60 second tik tok video.

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Rhi- Last slide any questions??? Contact us via email or follow us on our other social media platforms.

one in six children in England had a probable mental disorder in 2021 – a similar rate to 2020 but an increase from one in nine in 2017.

**Date:**

30 September 2021

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Press releases

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