



SAMARITANS

Media briefing

Songs to Save a Life

Background information

The *Songs to Save a Life* album is the brainchild of musician, producer and musical director, Richard Cardwell, and Phil Armorgie, who has 20 years experience in the music industry.

Cardwell and Armorgie approached Samaritans out of a desire to 'give something back' from an industry that had served them both well over the years, and their mutual respect for such an incredible organisation. Profits from the album will fund Samaritans essential 24-hour helpline for people struggling to cope with life.

Richard recovered from his own serious bout of depression before flying out to South Africa to play keyboard in a fund-raising charity concert with pop legend and human rights campaigner Annie Lennox. He was inspired by Lennox's passionate involvement in the Nelson Mandela campaign for better healthcare for HIV sufferers. "Spending time with Annie, seeing her tireless campaigning and unbelievable drive to speak out and make a difference, made it impossible not to feel the need to do more - or at least do something!"

But it was only a chance encounter with a Samaritans volunteer that crystallized his idea for helping others struggling to cope emotionally.

"I mentioned I was a Samaritans volunteer", says Tony. "As Richard was explaining his work, I mentioned the idea of doing a charity album, just as an off-hand comment. Richard said that *Songs to Save a Life* was already in his mind, so it was a very happy coincidence." Tony went on to design the engraved image on the album cover, based on his daughter's face.

Each artist that features on the 11-track album donated their time because they felt very close to the Samaritans cause, and have recorded songs holding particular resonance for them.

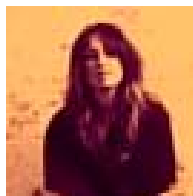
Contributors include KT Tunstall, James Morrison, The Overtones, Sophie Ellis-Bextor Ed Harcourt, Jay James Picton, Lucie Silvas, Jon Allen, Graham Gouldman of 10cc, Katie Kim and Queen Orlenes.

Purchasing the album

The album is for download only and is available to pre-order now - with a free track - on the *Songs to Save a Life* website (www.songstosavealife.com) or the Samaritans website (www.samaritans.org), followed soon by iTunes, Amazon, Play and others. The date for the official download release of the album is Monday October 3.

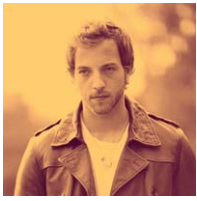
Artists' stories

Watch a 3-minute video about the album, including clips of the songs and interviews with the artists: <http://www.youtube.com/songstosavealife>



KT Tunstall

Scottish singer-songwriter KT Tunstall tours the UK later this year. "I've always had huge admiration for Samaritans" she says. "Their existence is so vital to aid those in desperate need of someone to talk to. And music too can be a route out of places too dark to stay."



James Morrison

James Morrison had international success with his first two albums, and releases his third later this year. Talking about his involvement in *Songs to Save a Life*, James says: "I think Samaritans is an amazing charity. They don't get a lot of funding, but it's easy to see what a good job they do." As a child he watched his parents suffering from depression and just didn't know what to do. "As a kid, I didn't have anyone to talk to about my problems. Just having someone to talk to would have helped me know what to expect some days."



Queen Orlenes

Queen Orlenes is a new band, fronted by Brooke X. Speaking about her involvement in the project Brooke said: "If someone's having a tough time, it's important to let them know that they're not alone." On talking about her own experiences with depression, she says: "It was something I struggled with, from the age of maybe 12 or 13. It was like a dark cloud following me wherever I went. If Samaritans helpline was offered to me back then, then I'd have been on the phone in a flash. Knowing that starting your recovery is just a phone call away is such an amazing thing to offer people. A brilliant, brilliant service"



Jay James Picton

Jay James Picton is another of the new artists on the album. A former physical trainer in the Navy, Jay explains how he used to suppress his feelings about problems when he was serving his country. He says: "Samaritans is something I feel really strongly about. I believe that if you have got a problem, you've got to talk about it. About a year ago I was faced with problems to do with anxiety. I tried to block it out but before I knew it, I'd had a couple of panic attacks and it quickly got out of control. When I finally did talk to someone about it, I found out that one in three men suffers from anxiety. But more importantly, when talking about it, you realise that you've got somebody there for you."



Katie Kim

Katie Kim has been compared to Zola Jesus, CoCo Rosie, Cat Power and Joanna Newsome. Her music revolves and swims around layers of fuzzy drips and murky clouds but always seems to come to an elegant conclusion. On talking about her involvement with *Songs to Save a Life*, she says: "We can't underestimate how it feels for someone to open the flood gates and unravel what has been suffocating them. It was an honour to be included on this compilation."



Sophie Ellis-Bextor

Sophie recently released her latest album and played a number of dates across the UK over the summer. She says: "I decided to take part in *Songs to Save a Life* because I'm always a big fan of using music to spread happiness. Communication is a huge part in helping people through tough times and music is often a tool for that, and I suppose Samaritans is the sort of flip-side of that too." About her own experiences, she adds: "It's when people go quiet that you really should worry. There have been friends of mine who have gone through very bad patches and I've had the odd brush with it. With depression, I think it can be quite frightening to go from a situation feeling you're in control and ticking along in life nicely, to a series of things happening and then you quickly feel isolated."



Ed Harcourt

Ed Harcourt is a critically acclaimed singer-songwriter whose debut album, *Here Be Monsters*, was nominated for the 2001 Mercury Prize. "For me, music's so important in raising spirits. Whenever I've felt a little bit down about something, I've always turned to music." He adds: "I've had a lot of friends who have suffered from depression and have been in therapy, so I guess Samaritans is quite dear to me. It is very much valued and it helps all sorts of people across the board with all sorts of problems. It's amazing. I feel that it's an invaluable institution and if I can help in any way, shape or form, be it through the medium of music or donation, then great."



Lucie Silvas

British singer-songwriter Lucie Silvas is currently busy recording her new album. She has also recently been writing new material for a number of successful acts, including *The Saturdays*. Talking about her involvement with *Songs to Save a Life*, she says: “We all want to help our friends, people we love. I know that I need people there to reach out to, too. The work Samaritans does is vital.”



The Overtones

Lachie Chapman of highly successful five piece group The Overtones says this of the band’s involvement in *Songs to Save a Life*: “Nowadays, when you need to get something off your chest, people text each other, use Facebook and so on – so it’s good to see that Samaritans is available through the social media too. It’s really accessible and open to everyone.”

Tracklisting

1. Changes - **James Morrison**
2. Don’t You (Forget About Me) - **KT Tunstall**
3. The Ark - **Queen Orlenes**
4. You’ve Got A Friend - **Jay James Picton**
5. Your Mountains - **Katie Kim**
6. Rebellion (Lies) - **Sophie Ellis-Bextor**
7. Be Not So Fearful - **Ed Harcourt**
8. Lean On Me - **Lucie Silvas**
9. Forget You - **The Overtones**
10. Heart Full Of Soul - **Graham Goldman of 10cc**
11. When The Morning Comes - **Jon Allen**

Richard Cardwell – Producer, *Songs to Save a Life*

Richard Cardwell founded the organisation *Songs to Save a Life*, and after meeting Tony, Samaritans volunteer (who designed the album cover) he decided that the first project should be an album to raise money and awareness for Samaritans. Samaritans was fitting for Richard as he has experienced depression himself, and wanted to help other people who might be going through similar problems.

He says: “talking about emotional health does not come easily to most of us. It is still very hard for many people to know where to turn and what to say. For thousands of people, the Samaritans volunteer at the end of the phone is their route out of the darkness. Possibly their only route. For many it’s much easier to make a connection and express feelings through music. Each song included on the album was thought about extremely carefully, and all the artists featured were personally involved in the song choices. We have been so lucky that such amazing artists agreed to lend their voices not only for the record but also to the debate on mental health, helping us all to open up and talk freely about an issue which affects many of our closest friends and family, if not us directly.”

Tony Maidment - Album cover designer and Samaritans volunteer

Tony Maidment works as an engraver and has been volunteering with the Reigate branch of Samaritans for a number of years. Tony was heavily involved in getting the *Songs to Save a Life* project off the ground, after meeting Richard Cardwell nearly two years ago.

On talking about design for the album cover, Tony said: “The image is my daughter’s face. It has a neutral expression with a touch of hope. It is rather subtle but it brings out nicely what Samaritans embodies – bringing a little calm in a storm of problems. My daughter and Samaritans both give me that feeling, so the two go hand in hand. It feels like the perfect combination. Emotional pain does not discriminate and there are no age boundaries. Samaritans has exactly the same philosophy.

About Samaritans

Every year Samaritans answers five million calls from people across the UK and Ireland who might not have anywhere else to turn. Every five seconds somebody calls Samaritans, and every 60 seconds one of these calls is from someone experiencing suicidal feelings.

The charity was founded by Dr Chad Varah in 1953 and through its network of 18,500 volunteers, Samaritans delivers a 24/7 confidential support service for people feeling down, unhappy, anxious and struggling to cope.

Samaritans can be contacted by phone, email, SMS, letter and face to face at one of its 201 branches. Samaritans offers its service in prisons, schools, festivals and at local railway stations. The national charity has more recently teamed up with Facebook and Google, to help support vulnerable people online.

The charity receives less than 2% funding from the Government, and relies on the public's generous support to be able to continue to offer a 24/7 service.

It costs £10 million to run the service for a year and each call costs £3.27. In a recent survey 73.5% of suicidal people felt that contact with Samaritans helped them take a decision not to end their own life.

For more information about Samaritans visit www.samaritans.org