



EDITED BY CATH BENNETT

THE BUZZ



Why don't kids have their own Big Day Out? Take a cool event and a great message and maybe they will soon, writes **Cath Bennett**.

Teen machine

KIWI kids will get their own version of Big Day Out if two New Zealand music moguls have their way. Andy Murnane and Brotha D recently launched the Pick It Up Youth Concert, a gig taking place in next month's school holidays aimed specifically at teens and featuring the likes of Savage, Che-Fu and Smashproof.

And the pair, who founded iconic record label Dawn Raid, revealed they are already planning to roll the festival out nationwide next year and make it a permanent feature in every school holiday.

"There's a lot of music going on in New Zealand but there's not enough for the under 18s," Murnane told the Buzz.

"Most of our shows are for adults in nightclubs with alcohol, whereas this is strictly for the youth in a safe environment.

"We wanted to create an event they can own, be proud of and feel like it is theirs.

"We want it to be like Big Day Out where every year the kids can count on it happening."

Murnane and Brotha D had the idea of creating an event for youngsters last year, but it wasn't until this February that they joined forces with the Pick It Up group to start making their plans reality.

The organisation was created by the Glass Packaging Forum and focuses on teaching the younger generation about recycling and caring for our environment.

"It was important to us to align ourselves with the right people, we don't want to align ourselves with something that doesn't encourage and positively promote our community," said Brotha D, real name Danny Leaosavai'i.

"We knew Che (Fu) was already doing some work with Pick It Up – and that it was about keeping Aotearoa beautiful – and we just merged

our ideas together."

The July 8 gig at TelstraClear Pacific Events Centre in Manukau, Auckland, will be followed by a second concert at the same venue on October 1.

And next year the sky's the limit.

"We're trying to roll out a national programme for 2010 so you can expect to see it right across the



► **Che-Fu**

country," said Murnane.

"2009 it's all local, we've always been about promoting local artists.

"But if we need to look at international acts to sell out the Vector Arena then we'll go that way – it just depends on how it all comes together.

"Anything is optional, we'll do the whole waterfront of Wellington if we can get it!"

Early indications have shown artists are more than willing to get on board – even taking reduced fees so tickets are affordable for youngsters – priced at just \$10.

"Everyone jumped straight in," said Brotha D.

"Smashproof, Che-Fu, Savage – these are all competing artists but they put their egos aside so we could get the best artists whom everyone loves right now.



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“Everyone is being pretty humble on this, they see the longevity in it.

“It’s a cool event and there’s a great message behind it.”

Headliner Savage, whose debut single *Swing* has sold almost two million copies in the US, has ensured he’s back in the country for the event.

“I’m looking forward to performing at the Pick It Up Youth Concert in my home town of South Auckland,” he said.

“It’s a great event for our youth and the line-up of performers is first class.

“Che-Fu is a personal friend of mine and we haven’t shared the stage together for some time.

“It’s an event not to be missed!”

“There’s a lot of music going on in New Zealand but there’s not enough for the under 18s

Andy Murnane



Brotha D and Andy Murnane are the driving force behind Pick It Up.