

BRIDGES FOR MUSIC & FULL FLEX EXPRESS TOUR ACROSS CANADA

Bridges For Music, based out of South Africa, actively supports electronic music in developing countries. They use music to leave a positive impact and to help raise global awareness about local issues. We served as the U.S. point of contact for all marketing and partnership initiatives as BFM worked to build the first art school of its kind in South Africa. In 2015, we coordinated with the Canadian Minister of Tourism and Pioneer Electronics on a nationwide Canadian tour, Full Flex Express, with stops in 8 major cities.

During the tour, Urgency Network an engagement platform that awards fans once-in-a-lifetime experiences, offered merchandise, prize packs, and meet-and-greets to drive participation with BFM and Full Flex Express. Through this collaboration, BFM was able to donate \$100,000 worth of equipment to local arts programs.

Electric Family on behalf of Bridges for Music introduced a new Skrillex bracelet with proceeds benefiting BFM. The bracelet was purchased in over 39 countries in 3 weeks.

We also worked on behalf of BFM to secure a partnership with Virgin Atlantic. Every Virgin America and Australia flight during the busy 2014/2015 holiday season included the BFM documentary on the carrier's in-air channel. Virgin's international press office also distributed an announcement through the on-flight integration.

These collaborations were pivotal in attracting future partnerships with Billboard Music, TomorrowWorld, and Ultra Music Festival drawing on over 160,000 in-person attendees between the ages of 18-25.



Skrillex's OWSLA Label Launches Nestivus Charity Campaign

Skrillex Claus is coming to town. The artist's OWSLA imprint has hit the home stretch of its Nestivus charity drive, launching a series of holiday initiatives with all proceeds going to Bridges for...

By Matt Medved
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