



## International Songwriting Competition to Raise Awareness

### For immediate Release

- **The International SeaKeepers Society Asia, Hitmaker Global Academy, The Jazz Association Singapore and Raffles Yacht Group partner to launch an international songwriting competition “A Song For The Sea” to raise awareness for marine conservation.**
- **Panel of judges include industry heavy-weights Mr Jeff Miyahara, Founder and CCO of Hitmaker Global Academy and CEO of J-POP; Mr Eric Wong, Creative Director of United Records Productions (URP); and Mr Jeremy Monteiro, Singapore’s jazz extraordinaire and Executive Director of the Jazz Association of Singapore (JASS) and Mr Julian Chang, President of the International SeaKeepers Society Asia.**

*8th January 2020, Singapore* – In collaboration with programme partners Hitmaker Global Academy, The Jazz Association Singapore and Raffles Yacht Group - The International SeaKeepers Society, Asia is pleased to announce the launch of the international songwriting competition “**A Song For The Sea**”.

Co-organised by Hitmaker Global Academy, an institute focused on an advanced teaching methodology in contemporary music learning, this unprecedented initiative aims to encourage talented and passionate individuals to creatively express their appreciation of the oceans and seas. The goal is to encourage creativity in support of The International SeaKeepers Society, to raise awareness for marine conservation and the impact it has on our environment. The hope is that through the power of music - individuals and corporations will be spurred into action.

Encompassing the three key aspects of Education, Social Awareness, and Entertainment, **A Song For the Sea** songwriting competition is based on the theme “What a Wonderful World” and is open online for international participation by aspiring songwriters from now till the 10<sup>th</sup> of February 2020. A series of exciting programmes will take place as part of the competition including a conservation awareness programme with documentary filming ; a unique three-day hands on music production and song-writing workshop by internationally renowned Japanese-Korean producer and song-writer, Mr Jeff Miyahara ; culminating in an extraordinary concert on the 20<sup>th</sup> of March 2020, where the top 3 winning songs will be performed by recording artistes at the International SeaKeepers Society Asia Awards Dinner.

On the illustrious panel of judges in this inaugural competition are industry heavy-weights Mr Jeff Miyahara, Founder and CCO of Hitmaker Global Academy and CEO of J-POP ; Mr Eric Wong, Creative Director of United Records Productions (URP); Mr Jeremy Monteiro, Singapore’s jazz extraordinaire and Executive Director of the Jazz Association of Singapore (JASS) and Mr Julian Chang, President of the International SeaKeepers Society, Asia.

“We are truly delighted to be part of this meaningful project,” said Mr Julian Chang, President of the International SeaKeepers Society, Asia. “We believe that we will be able to generate greater awareness to the plights of our oceans, and to bring people together for a greater purpose through well-written songs.”



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**A Song For The Sea**, songwriting competition is without any registration charges or genre restrictions and is opened internationally to aspiring songwriters who are 16 years of age and above. A total of 20 song creations are expected to be selected for the finals, where they will be systematically judged in a live performance on Melody and Lyrics, totalling 80%, and the remaining 20% will be through a voting system via social media.

The top 3 winners will attend a 3 full-day workshop where they will receive first-hand experience in the production and mixing process undertaken by the competition's Production Partners J-POP and United Records. During this unique opportunity they will witness the evolution of their winning songs from the song-writing process, to the recording and adding of the final touches at the mastering studio into final products, by industry professionals Mr Jeff Miyahara and Mr Eric Wong. They will also have the pleasure of observing and being part of the recording of their produced songs by professional artistes. These produced songs will then be digitally distributed by United Records to major international music platforms, with their copyrights managed by Hitmaker.

"Through this platform, we hope to bring creativity together for the greater good," added Mr Jeff Miyahara, Founder and CCO of Hitmaker Global Academy and CEO of J-POP.

With this purpose in mind, **A Song For The Sea** songwriting competition aims to be a global event around the world, throughout different periods of the year.

For more details and registration for **A Song For The Sea** International Songwriting Competition 2020:

- REGISTRATION: EMAIL: [FESTIVALS@HITMAKER.SG](mailto:FESTIVALS@HITMAKER.SG)
- WEBSITE: <https://hitmaker.sg/songforthesea/>  
Terms, Rules and Regulations apply.

For more information, please contact:	
Hitmaker Global Academy  Chang Hong Co- Founder /COO Hitmaker Global Academy <a href="mailto:changhong@hitmaker.sg">changhong@hitmaker.sg</a>	International SeaKeepers Society, Asia Lucas Yang Head of Communications <a href="mailto:lucas.yang@seakeepersasia.org">lucas.yang@seakeepersasia.org</a>  Gail Tay Director of Operations & Programmes <a href="mailto:gail.tay@seakeepers.org">gail.tay@seakeepers.org</a>



## About the Co-Organisers

### The International SeaKeepers Society

The International SeaKeepers Society is a non-profit organization focusing on the health of the world's oceans and climate. SeaKeepers works with the boating and yachting community to take advantage of their unique potential in order to further marine research and to raise awareness about the issues our oceans face.

The International SeaKeepers Society acts as a global catalyst working with governments, scientists, industry, and other marine organizations to further its mission and to support sensible, achievable marine protection and restoration.

The International SeaKeepers Society, Asia was established in 2016. This expansion in Asia is under the leadership of Julian Chang. Operations run parallel to the headquarters of SeaKeepers in the USA, with a focus on expanding the impact of the DISCOVERY Yachts Program.

Discovery Yachts are privately owned vessels which facilitate programming by providing access to the ocean for research, scientific discovery, community outreach and artistic inspiration. From hosting learning opportunities for children to facilitating research for genome sequencing; yachts are the platform to enable our goals and achieve our motto of Research. Educate. Protect and Restore.

For more information visit : [www.seakeepers.org](http://www.seakeepers.org) or [www.facebook.com/seakeepers](https://www.facebook.com/seakeepers)  
Contact : Ms Gail Tay,  
Director of Operations & Programmes,  
International SeaKeepers Society, Asia.  
Email : [gail.tay@seakeepers.org](mailto:gail.tay@seakeepers.org)

### Hitmaker Global Academy

Hitmaker is an education and launchpad platform for musicians and talents in penetrating the commercial music industry. It collaborates with world-renowned practitioners, coaches, music producers, and songwriters that have successfully launched multiple hits for major artists, including Namie Amuro, Timbaland, Boyz II Men, and Girls' Generation to help grow the next generation of artists and prepare them on the global stage.

Hitmaker is committed to promoting a wholesome, original, and vibrant music industry by organising various international festivals and competition such as Singapore International Solo Competition, Australian International Music Competition, Guiyang Music Festival, and International Ensemble Competition in the past.

For more information visit : <https://hitmaker.sg>  
Contact : Ms Chang Hong ,  
Co-Founder /COO,  
Hitmaker Global Academy  
Email : [changhong@hitmaker.sg](mailto:changhong@hitmaker.sg)



## About Production Partners

### J-POP Group

J-POP Music Group is an accomplished international complete music production & publishing company. Our passion is to connect our worldwide network of talented songwriters and producers to the latest breakthrough projects and artists, and have their music exposed globally.

15 years in the music business: 100 albums, 130 singles, and a multitude of chart-topping hits have added up to over 30,000,000 units sold.

J-POP Music Group is a worldwide organization that is aimed at a team-based approach of developing a wide variety of artists and projects through creative talent based all over the world. From the song-writing process, to adding the final touches at the mastering studio, J-POP Music Group meticulously communicates with its creative team to carefully sculpt and deliver chart topping hit after hit.

We do this with a great team of highly motivated and ambitious fun people from all ethnicities and time zones across the world.

For more information visit: <https://jpop.co.jp/>

### United Records

United Records began as a home-based music studio in 2009. By 2011, United Records found its place at Katong where we built and designed our first project recording studio. As it continued producing music albums, United Records ventured into audio post projects for TV channels such as Sony Pictures and Fox, doing programs such as EBuzz Entertainment and Asian Le Mans Racing Series. In 2012, United Records also developed its first artiste, Scarlet Avenue and began producing original music and video content with them.

Ever since, United Records has produced multiple music videos for other homegrown and external artistes. In 2014, United Records expanded its services to include film and creative content for media platforms such for web, radio, TV, and cinema.

Till date, United Records has effectively handled turnkey productions from conceptualization, to pre-production, to production shoots, to creative edits, colour grading and audio post with original music compositions.

For more information visit: <http://www.unitedrecords.sg/index.html>

## About The Panel Of Judges



**Jeff Miyahara**  
**Hitmaker Global Academy & J-POP CCO & CEO**

Since moving to Japan in 1999 to begin his career in the music industry, he has worked with many Japanese artists such as JUJU, Kana Nishino, Namie Amuro, TVXQ, Weather Girls, as well as international artists like Boyz II Men, Girls' Generation, and Timbaland. He has accrued many Oricon rated No. #1 Digital Download hits, including "Kimi No Subete Ni" by Spontania ft. JUJU and JASMINE's "sad to say". He was awarded several Gold Disc Awards by the Recording Industry Association of Japan in 2005, 2008, 2009, and was titled Nikkei Entertainment's "Hitmaker of the Year" in 2010. He has sold over 40 million units to date.

In 2009, Miyahara signed a deal with UM360 (Universal Music 360, the management division of Universal Music Japan) after the success of his 2008 breakout hit "Kimi no Subete ni", a hip-pop track he produced for Spontania featuring JUJU, which sold over 5 million digital downloads. In this year alone he was involved in the release of over 50 CDs. He currently has projects in the works with artists in the United States, Korea, Taiwan, Hong Kong, and Australia, while continuing his work in Japan.



**Jeremy Monteiro**  
**Jazz Association Singapore Executive Director & Music Director**

Jazz Pianist, composer, producer, vocalist and educator. Jeremy has been a professional musician since 1976 with more than 40 solo albums to his name. He has received Singapore's highest honour, The Cultural Medallion in 2002.

Jeremy has performed with James Moody, Ernie Watts, Simon & Garfunkel in great venues all over the world. He has performed at Ronnie Scotts in London, the Mainstage of the Montreaux, EFG London and many other jazz festivals. He is a Fellow of the London College of Music and a visiting Professor of the University Of West London.



**Eric Wong**  
**Music Producer, Film Director**

Eric Wong is the Creative Director of United Records Productions (URP), which he co-founded with his wife Careen Tham. With knowledge from both the classical and contemporary realms of music, coupled with an acute ear for musical finesse, he currently oversees all music and video productions at URP. He has a deep passion for film production and has directed and produced several music videos and short films. Eric graduated with a degree in Psychology at SIM University in Singapore.



**Julian Chang**  
**International SeaKeepers Society, Asia President**

An active Board Director of The International SeaKeepers Society ([www.seakeepers.org](http://www.seakeepers.org)) who heads its Asia chapter, Chang and team focus on creating an awareness of the threats to our oceans through their non-profit organisation. He is Managing Director of Raffles Yacht Group and has been a Senior Advisor for Burgess in Asia since 2019. Chang recently joined ROKiT Asia as President; parent company ROKiT a new telco brand, are sponsors for the iconic British ROKiT Williams F1 racing team



# Awareness through music

FROM HITMAKER GLOBAL ACADEMY

## A SONG FOR THE SEA, INTERNATIONAL SONGWRITING COMPETITION 2020

CLOSING DATE: 10 FEB 2020  
COMPETITION & SHOWCASE: 23 FEB 2020  
CONSERVATION AWARENESS PROGRAMME: 24 FEB 2020  
GALA CONCERT: 20 MAR 2020  
(ALL DATES ARE SUBJECT TO CHANGE WITHOUT NOTICE)

**MUSIC PRODUCTION & SONGWRITING  
WORKSHOP BETWEEN  
25 - 27 FEB 2020**

**BY JEFF MIYAHARA**

REGISTRATION:

Email: [festivals@hitmaker.sg](mailto:festivals@hitmaker.sg) | Website: [hitmaker.sg/songforthesea](http://hitmaker.sg/songforthesea)

Co-organised by



Production partners

