

## Local musician Melody Feder scores her big break

**5 September 2011:** Melody Feder, 23, from Vista has won the chance to showcase her music to the nation and make serious connections in the Australian music scene after winning the Adelaide heat of the *Telstra Road to Discovery* talent development program.

Melody impressed the judge at the Royal Adelaide Show with her confidence on stage and demonstrated a vocal maturity beyond her years. A former Adelaide heat contender in 2009 and 2010, Melody showed a vast improvement on previous years and presented herself as an artist with great potential.

Spurred on by the enthusiasm of the local crowd, Melody performed an original track 'Merry-Go-Round' written about the up's and down's of falling in love, and finished with a cover of Neil Young's 'Helpless' which secured her the heat win.

"I've wanted to get to Boot Camp for the past three years and now I'm going– I'm so happy I gave it one more shot!"

Melody was born and raised in South Australia and is a former Mary MacKillop College student. Inspired by her musical father, she has been singing since she was five years old and currently teaches private vocal lessons.

A chance meeting with Kasey Chambers when she was 11, led Melody to appear on stage with the star and she has been determined to carve out her niche in the Australian music scene ever since.

Her *Telstra Road* win adds to what has already been a very successful year for Melody. She also won the 2011 Trans-Tasman and Aristocrat Entertainer of the Year awards, and graduated from the CMAA Academy of Country Music.

Melody performs regularly around the country both solo and with her trio, *Pretty Radio*, and is releasing her debut solo EP "Dirt Roads and Diamonds" at the Albion Hotel on Sunday 18 September.

Melody receives an Epiphone acoustic guitar and will be flown to Sydney in December to take part in Boot Camp, an intensive three day music mentoring workshop covering all facets of the music industry.

Telstra Country Wide Area General Manager for Adelaide, Michael McGlashan, said Melody will also perform to V8 Supercar fans and compete in the Semi-Final, as part of the entertainment line-up at the Sydney Telstra 500 V8 Supercars event on 3 December.

"Melody is about to embark on an amazing journey and will be connected with experienced artists and industry professionals to help navigate her career to the next level – a dream come true for any up-and-coming artist," Mr McGlashan said.

If successful at the Semi-Final, Melody will receive \$1000 cash and progress through to the *Telstra Road to Discovery* Final held during the 2012 Tamworth Country Music Festival in January.

# MEDIA RELEASE



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The overall winners in both the performer and songwriter categories will each receive a return trip to “global music city” Nashville and attend the world-renowned Americana Festival, as part of a 12-month mentorship package.

Tailored to suit each winner’s musical aspirations, the prize package includes access to a network of music industry professionals and may include a studio recording session, domestic and international gigs, co-writing appointments, digital marketing, video production and more.

Local independent songwriters have until 16 October to take part in the program when entries close nationally in the songwriting category.

For more details on how to enter visit [www.telstra.com/trtd](http://www.telstra.com/trtd)

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