

## Charity album 'Silver Lining' available in O2 stores from Dec 1st

### The Perfect Gift for Music Lovers this Christmas

**Dublin, 24 November 2011:** 'Silver Lining,' a home-grown charity album, which has already raised over €20,000 for mental health charity Headstrong, will be going on sale in O2 stores from December 1<sup>st</sup> and is a perfect gift for Christmas.

O2 and Headstrong, the National Centre for Youth Mental Health, partnered with the Sound Training Centre in Dublin to compile an album of classic tracks by Irish artists under the Think Big Programme. The album, entitled 'Silver Lining,' includes tracks by the acclaimed James Vincent McMorrow, Paul Noonan of Bell X1, Heathers, the Dublin Gospel Choir and Louize Carroll, a musician and psychologist from Headstrong.

The album was submitted as a project to Think Big, which has been designed by O2 and Headstrong to enable young people to do projects in their community that will make a difference to theirs and to other's mental health. The team at the Sound Training Centre, who came up with the idea for the 'Silver Lining' album, submitted their project to Think Big and were awarded funding to help produce the record.

'Silver Lining' was first launched in May 2011 and has to date raised over €20,000 through a combination of record sales and donations from James Vincent McMorrow, whose cover of Steve Winwood's hit 'Higher Love' from the album was picked up for Amazon's LOVEFILM.com advert, currently airing on TV. That track was also included as a B-side on James's single 'We Don't Eat', with James kindly donating all of the proceeds from sales on Amazon to Headstrong. The album also won in the Audio/Music production category in The Digital Hub's Best in Show 2011 Awards.

Sinead Smith, Corporate Responsibility Manager with O2, said: "We were delighted when the 'Silver Lining' project was submitted to Think Big. And the success of the record so far has been overwhelming. With the album going on sale in O2 stores nationwide from December 1st we hope that 'Silver Lining' will generate even more funding to help Headstrong undertake the vital work they do to change attitudes about mental health amongst young people."

Headstrong psychologist Louize Carroll, who sings 'You're The Voice' on the album, said: "Christmas can be a fun time of year, but for some young people the stresses and strains of Christmas can affect their mental health. At Headstrong we are committed to changing how Ireland thinks about youth

mental health and proceeds from the sales of 'Silver Lining' will really help us to continue this important work."

"Making the album with the Sound Training Centre was great fun and the quality of the artists who contributed makes it a thoroughly enjoyable album to listen to" she added.

The Think Big Programme is open to any young person in the Republic of Ireland, aged between 14 and 25, with an idea for a project that will make a difference to young people's mental health. In addition to receiving funding to help get the project up and running, each Think Big project group will get support from O2 and Headstrong in the form of mentoring and training to help them to bring their proposal to life. They also receive a mobile phone (with €50 credit), and a Think Big start-up pack.

'Silver Lining' is available at O2 Retail Stores nationwide from December 1st and on iTunes at: <http://itunes.apple.com/ie/album/silver-lining/id438472185>. For more information on Think Big visit: [www.o2thinkbig.ie](http://www.o2thinkbig.ie).

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