**PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

**Genelec helps The Music Works launch state-of-the-art music bus**

*—* Sponsored by Genelec, new mobile recording studio will be able to reach the most disadvantaged seeking to improve their lives through music-making *—*

— View video here: <https://youtu.be/eVAsrEK_Ilc> —

NATICK, MA, November 29, 2022 — Genelec has helped award-winning charity [The Music Works](http://www.themusicworks.org.uk/) launch their latest initiative, a mobile recording studio called the Music Bus – a state-of-the-art studio on wheels which takes the transformative power of music-making to new communities throughout Gloucestershire, UK, giving young people the opportunity to collaborate and learn how to play instruments and write songs together, as well as offering music production and recording skills.

The Music Worksis a charity which harnesses the power of making music to connect and engage with young people, nurturing talent across the country and helping disadvantaged and underrepresented young people access the music industry.

The aim of the Music Bus is to bring music to disadvantaged communities within Gloucestershire through facilitated sessions that will empower young people to channel their creativity positively and learn new skills. The charity believes that the Music Bus can ultimately reduce anti-social behavior incidents in the area by giving young people positive opportunities to take part, and a chance to make the music they love.

"From having young people piling on to the bus, creating a beat and writing lyrics to seeing the excitement from them, it all just confirms this is going to be a great opportunity for young people to be creative in so many ways. One young person said they ‘couldn’t believe how good the bus sounds!’" says Mikel Medley, Youth Support Manager at The Music Works after a pilot session with the Music Bus at the Opportunity Fair, Gloucester Academy School.

One of the barriers that young people face in Gloucestershire is travel from suburban areas into the major towns and cities where there are more opportunities to access music. The Music Works’ educational team already work throughout the county in schools during term-time, but there are many opportunities to support young people with activities outside of school in their own community and out of term; this is where the Music Bus will make a real difference.

The Music Works is grateful for the generous support from several organizations that have made the Music Bus possible, including high profile sponsorship from industry leaders [Genelec](http://www.genelec.com/), whose studio monitors are relied on by many of the finest artists and recording studios in the world. Genelec monitors are already a key part of The Music Works facility in Gloucester, and now the new Music Bus features Genelec’s highly respected [‘The Ones’](http://www.genelec.com/theones) models, whose accuracy is renowned for fueling creativity and bringing out the very best in musicians and recording engineers alike.

“We have a long history of supporting organizations that are dedicated to educating and nurturing the next generation of music makers,” comments Andy Bensley, Genelec’s UK Business Development Manager. “The Music Works commitment to empower, unite and inspire young people through music is astonishing. We are thrilled to be part of the next chapter that will see their valuable work reaching the wider community.”

The Music Works engages over 3,000 young people a year, in schools and community rehearsal spaces in Gloucester, Stroud, and the Forest of Dean, doing everything from helping young people get started in music, to supporting emerging artists and running festivals and events.

For more information, please visit [www.genelec.com](http://www.genelec.com) and [www.themusicworks.org.uk](http://www.themusicworks.org.uk).

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Photo file 1: The\_Music\_Works\_PR\_Image\_1.JPG

Photo caption 1: Exterior of The Music Works’ new Music Bus mobile studio.

Photo file 2: The\_Music\_Works\_PR\_Image\_2.JPG

Photo caption 2: Interior of The Music Works’ new Music Bus mobile studio.

Photo file 3: The\_Music\_Works\_PR\_Image\_3.JPG

Photo caption 3: The Music Bus is equipped with Genelec “The Ones” monitors.

Genelec, the pioneer in Active Monitoring technology, is celebrating over 40 years of designing and manufacturing active loudspeakers for true and accurate sound reproduction. Genelec is credited with promoting the concept of active transducer technology. Since its inception in 1978, Genelec has concentrated its efforts and resources into creating active monitors with unparalleled sonic integrity. The result is an active speaker system that has earned global acclaim for its accurate imaging, extremely high acoustic output from small enclosures, true high-fidelity with low distortion, and deep, rich bass.

Genelec is also celebrating 15 years of its Smart Active Monitoring™ technology, which allows studio monitors to be networked, configured and calibrated for the user’s specific acoustic environment. Each Smart Active Monitor or subwoofer is equipped with advanced internal DSP circuitry, which tightly integrates with the GLM (Genelec Loudspeaker Manager) software application, running on Mac or PC. GLM’s reference microphone kit allows the user’s acoustic environment to be analyzed, after which GLM’s AutoCal feature optimizes each Smart Active Monitor for level, distance delay, subwoofer crossover phase and room response equalization, with the option of further fine tuning by the user. By minimizing the room’s influence on the sound, Smart Active Monitors deliver an unrivalled reference, with excellent translation between rooms.

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*—For more information on the complete range of Genelec Active Monitoring Systems, contact: Genelec Inc., 7 Tech Circle, Natick, MA 01760. Tel: (508) 652-0900; Fax: (508) 652-0909;*

*Web: http://www.genelec.com/.*