**Black Razor Records – Marketing text**

| **Name** | Black Razor Records |
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| **Strapline** | The Video Games Music Label |
| **Association to Wired?** | Black Razor Records, is a wholly owned label of Wired Productions. |
| **What is Black Razor Records?** | Black Razor Records is a new label, whose aim is to bridge the gap between the video game and music worlds and to provide music creators a platform to showcase and commercialise their talent. All music originates from video games, whether in-game or for promotional purposes. By collaborating with great writers and producers, the loadout is complete.   Music is in the DNA. Game on! |
| **Key Pillars** | * Bridging the gap between the video game and the music world. * Working with amazing emerging creative artists, and giving them opportunities to showcase their talents. * Working with great producers and writers, who are hungry to create and help others shine. * The music will always originate from video games. * All songs are created for inclusion or promotion of video games. * Black Razor will also release the music commercially. * Bringing a fresh and fair approach to the music industry. * Music preservation is important, so will continue to create hand-crafted Vinyl, CD and even Cassette limited editions sold globally. |
| **Wired Productions & Black Razor Records** | For over 15 years Wired Productions has licensed and created thousands of songs for multi-million-selling games like The Voice, We Sing, Avicii, Motörhead and many more.  Soundtracks from Wired games have released both digitally and physically, with hand-crafted limited edition Vinyl collector albums sold globally. There is a passion for music, an ear for quality and a desire to do things differently... the Wired way.  Black Razor Records is a natural evolution based on this experience and a desire to push the boundaries of music and games.  Black Razor Records aims to bridge the gap between the video game and music worlds and to provide music creators a platform to showcase and commercialise their talent. All music originates from video games, whether in-game or for promotional purposes. By collaborating with great writers and producers, the loadout is complete.  Music is in the DNA. Game on! |
| **Black Razor 25 words** | Black Razor Records is a new label, whose aim is to bridge the gap between the video game and music worlds. |
| **Black Razor 50 words** | Black Razor Records is a new label, whose aim is to bridge the gap between the video game and music worlds and to provide music creators a platform to showcase and commercialise their talent. By collaborating with great writers and producers, the loadout is complete.  Music is in the DNA. Game on! |
| **Black Razor 75 words** | Black Razor Records is a wholly owned label of Wired Productions. Its mission is to bridge the gap between the video game and music worlds and to provide music creators a platform to showcase and commercialise their talent. All music originates from video games, whether in-game or for promotional purposes. By collaborating with great writers and producers, the loadout is complete.  Music is in the DNA. Game on! |
| **Press About Us v1** | Black Razor Records launched in 2022 and is a wholly owned label of Wired Productions. Its mission is to bridge the gap between the video game and music worlds and to provide music creators a platform to showcase and commercialise their talent. All music originates from video games, whether in-game or for promotional purposes. By collaborating with great writers and producers, the loadout is complete.  Music is in the DNA. Game on!  For more information visit: [www.BlackRazorRecords.com](http://www.blackrazorrecords.com)  For press assets visit: [Black Razor Records Press Kit](https://drive.google.com/drive/folders/1iGvCCdKOeLs_a6aAWoyEEUFczbCIHofx?usp=sharing). |
| **Press About Us v2** | Black Razor Records launched in 2022 and is a wholly owned label of Wired Productions. Its mission is to bridge the gap between the video game and music worlds and to provide music creators a platform to showcase and commercialise their talent. All music originates from video games, whether in-game or for promotional purposes. By collaborating with great writers and producers, the loadout is complete.  Music is in the DNA. Game on!  Black Razor Records first commercial release is Arcade Paradise EP – a collaboration between writers Kieron Pepper (ex-Prodigy live drummer 1997-2007), Ben Pickersgill (Brighton producer [Klax, Critical]), and singer Stu Brootal (Ivar & The Horde). All proceeds from this first release via [Bandcamp](https://blackrazorrecords.bandcamp.com/releases), is to be donated to the video games mental health charity, [Safe In Our World](http://www.safeinourworld.org/).  For more information visit: [www.BlackRazorRecords.com](http://www.blackrazorrecords.com) |
| **Launched** | Conceived in lockdown. Launched in 2022. |
| **Different © for different uses** | © Black Razor Records, a wholly owned label of Wired Productions.  © Black Razor Records.  Publishing & Master Recordings © Black Razor Records.  © Black Razor Records. Published by Wired Productions. |
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| **BRR Bandcamp Link** | <https://blackrazorrecords.bandcamp.com/releases> |