



## **Philip Pelkington Produces Charity Music Video for his Manhattan Showcase Project® Series Students Sing to Benefit Hurricane Relief Efforts by Direct Relief**

**December 18, 2017 New York, NY** — **Philip Pelkington**, has produced a music video to benefit the charity, Direct Relief, as part of his Manhattan Showcase Project® series. The project, **#MSP4DirectRelief** features students from Pelkington's New York and Los Angeles studios, many of whom have performed on Broadway stage, television and film. Any and all profits from the video fundraising project will be donated to Direct Relief ([www.DirectRelief.org](http://www.DirectRelief.org)) which provides life-saving medical aid to areas impacted by disaster and poverty.

For the project, the students were filmed recording their version of "Send it On" at Threshold Recording Studios in New York City with music producer, James Walsh. Halleloo Productions filmed and edited the video, which was directed by Nathan Chang. The studio band was comprised of vocal studio piano accompanist Matt Russell, who also served as the Project's Music Director, as well as veteran Broadway orchestra musicians Craig Magnano on Guitar, Joshua Priest on Drums and Mark Ziegler on Bass.

"I wanted the kids to know what a difference their talents could make in the world. Music can make such a positive contribution and it was a wonderful opportunity to show them what they could accomplish with their voices," said Producer, Pelkington.

### **About Manhattan Showcase Project®**

Philip Pelkington established the Showcase Project® Series in 2014, to help to identify and create new ways to showcase the considerable talents of his students. Exploring a variety of mediums from live events to recorded shows, both Manhattan Showcase Project® and Hollywood Showcase Project™ gives him the platform to share and engage the artist's development in Pelkington's studio. The goal is to help develop their skills, expand their knowledge in the music business, provide them with valuable input from Industry experts to help them perfect their craft and engage with the world using the arts.

Recent projects have included performing on stage at Feinstein's/54 Below in New York, and Rockwell in Los Angeles. For more information, please visit <http://www.philippelkington.com/#showcase>.

### **About Direct Relief**

Established in 1948 with a mission to improve the health and lives of people affected by poverty or emergencies, Direct Relief delivers lifesaving medical resources throughout the world—without regard to politics, religion, ethnic identities, or ability to pay. With operations spanning more than 70 countries and all 50 states in the U.S., Direct Relief is the only charitable nonprofit to obtain Verified Accredited Wholesale Distributor (VAWD) accreditation by the National Association of Boards of Pharmacy. Among other distinctions, Direct Relief earns a perfect score of 100 from independent evaluator Charity Navigator, was listed among the world's most innovative nonprofits by Fast Company, and has received the CECF Directors' Award, the Drucker Prize for Nonprofit Innovation, and the President's Award from Esri for excellence in GIS mapping. For more information, please visit <http://www.DirectRelief.org>.

### **About Threshold Recording Studios NYC**

Threshold Studios NYC, owned by producer James Walsh, is a hands-on facility with over twenty years in the industry and an unparalleled client list from the brightest of Broadway (Waitress, Kinky Boots, Something Rotten!) to some of the biggest pop stars of the 20th century (Cyndi Lauper, Duran Duran, Rob Thomas), and every major broadcast media outlet in between. For more information, please visit <http://www.ThresholdStudios.com>.

### **About Hallelloo Productions**

Hallelloo Productions, helmed by cinematographers Nathan Chang and Corey Shepard, is a full service film production company dedicated to helping businesses and careers flourish. They produce films, web series, music videos, actor demo reels, live performances, and commercials. For more information, please visit <http://www.hallelooproductions.com>.

The video is viewable at:

<http://www.philippelkington.com>

[https://youtu.be/r1\\_XjYbo3S0](https://youtu.be/r1_XjYbo3S0)

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