



## Press Release

**Date: Friday 22<sup>nd</sup> November 2013**

### **Jamal Edwards: Amateur film-maker turned multimillionaire comes to Leeds**

With an estimated fortune of up to £8m, he appeared in the Sunday Times young power and rich lists and has signed a deal with Sony RCA to run his own record label. Jamal Edwards will be speaking at Leeds College of Art's 'Creative Networks' event on **Thursday 5<sup>th</sup> December**, to discuss his creative journey, experiences, mistakes, successes and outline advice he has picked up along the way.

**Register here - [www.jamaledwardsindustry.eventbrite.com](http://www.jamaledwardsindustry.eventbrite.com)**

Jamal Edwards is the brain-child behind SBTv, a multi-faceted company run by a small team of amateur young people who work on web-based viral content at different music-based events. Over the last five years Jamal has grown his youth broadcasting channel, SB.TV, from the inner confines of his west London estate into an internationally renowned brand built on three core services: broadcasting, production and editorial. He is among a select group of people, including Lady Gaga and Justin Bieber, to have fronted a Google Chrome advert, amassing an impressive 190 million views on You Tube, interviewed people from Usher to David Cameron, met Simon Cowell and struck up a friendship with Richard Branson. He is also responsible for documenting the rise of a new breed of previously ignored video stars and helping launch the careers of Jessie J, Drake, Nicki Minaj and Ed Sheeran.

- Jamal Edwards Google Chrome advert
- Jamal Edwards interview on BBC News

#### **Book Signing**

Jamal will be signing copies of his new book 'Self Belief: The Vision', the book sees Jamal setting his readers various challenges, all designed to improve their self belief and help them make their dreams a reality. There will be copies available to purchase for £7.99.

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### Media Invitation

Members of the media are also warmly invited to our **Creative Networks** event, at our Blenheim Walk building. From 6pm drinks will be served, Jamal Edwards will begin his talk at 7pm.

**Please Note:** If the event is showing as sold out then please join the waitlist. There is a possibility that you will still get tickets for the event on the day as we usually have a few spare places so please turn up and register your attendance in the gallery from 6pm where you will be given a waitlist sticker. We are also projecting a live stream of the event in the Cafe on a large screen where you can enjoy a drink while watching Jamal's talk if the event is fully booked.

