



**AIB announce the launch of AIB Blast Beat CD Vol 1
14th January 2004**

AIB recently announced its sponsorship of a business and music challenge for Transition Year students - AIB Blast Beat. Students are involved in running a Mini Music Company (M.M.C.) and organising a battle of the bands competition in their school. The top Mini Music Company will win €5,000 and the winning band will receive a recording contract.

As part of this programme, the students are involved in the development and promotion of two AIB Blast Beat CD's. The first, which has been released today, showcases some of the best-unsigned young talent in Ireland. The second, which will be released in March 2004 will feature tracks from the regional finalists of the AIB Blast Beat battle of the bands competition.

AIB Blast Beat CD Vol 1 features 21 tracks, of recordings from 21 bands and artistes whose styles range from rock, punk and metal to singer songwriters.

Angela Drum, Marketing Manager, AIB Youth Strategy, said: "AIB are delighted to be associated with the programme and the new CD which supports and encourages new young music talent."

www.aibblastbeat.com is a portal site that hosts all 18 MMC websites and will enable the public to follow the progress and activities of the challenge.

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