

Message in a lunchbox sings to the public

Submitted by: Georgia Wonder

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London, UK - Nov '08: This week, musical duo Georgia Wonder (<http://www.gwonder.com>) purposefully mislaid 40 numbered copies of their latest CD 'Hello Stranger' across the country to begin a journey on what could be called a nationwide 'pass the parcel'.

Part promotion, part real-world viral experiment, the Georgia Wonder 'Hello Stranger' campaign (<http://hellostranger.gwonder.com>) is a fun way of seeing just how far each CD will travel across the nation.

Members of the public who find these CDs have been encouraged to visit the band's website (<http://www.gwonder.com>) and Facebook (<http://facebook.gwonder.com>) page where they can leave a message saying which CD they found, where they found it and where they intend on leaving it next. There is also a humorous video (<http://uk.youtube.com/watch?v=j5s9D74XiM4>) explaining the campaign on YouTube (<http://uk.youtube.com/watch?v=j5s9D74XiM4>).

Like something straight out of Lewis Carol's 'Alice In Wonderland', each heavy duty CD 'lunch-box' container (<http://gwonder.com/gwonder/images/stories/HSCD.jpg>) is clearly labelled 'Hello Stranger, I am on a journey, please pick me up!'. The idea is that anyone finding one of these lunch-boxes in public can check out the music inside before leaving it in a different place for someone else to discover.

Within the first week CDs have been spotted at a Premier Inn at Old Trafford, The ICA in London, Bentalls in Kingston Upon Thames, the terrace at Celtic Park FC and a number seven bus in Brighton.

If opinion is anything to go by the CDs may not get quite as far as planned - influential music site Pop Justice (http://www.popjustice.com/index.php?option=com_content&task=view&id=3120&Itemid=206) has commented (http://www.popjustice.com/index.php?option=com_content&task=view&id=3120&Itemid=206) on the campaign '...the chances of it all taking off and becoming a proper social phenomenon are incredibly slim, mainly because the music on the CD is so good that you don't really want to give it away.'

---ENDS---

About Georgia Wonder

Georgia Wonder are Stephanie Grant (vocals) and Julian Moore (music)

'A darker Dido with the voice of an angel'

The lead track from Georgia Wonder's debut EP 'Hello Stranger' has already claimed Song Of The Day (http://www.popjustice.com/index.php?option=com_content&task=view&id=2824&Itemid=243) (6th August) on the Pop Justice (<http://www.popjustice.com/>) website, and Record Of The Week (<http://www.gwonder.com/gwonder/gwrotw.jpg>) (4th September) from the Record Of The Day (<http://www.recordoftheday.com/www/tracks/tracks.php?clipID=1522>) website. Pop Justice called it 'One

Grey's Anatomy soundtrack appearance away from being an international hit single'. Record Of The Day, the UK's music industry tip sheet said of it 'A simple, restrained, haunting ballad which sounds classic but not dated - the video (http://uk.youtube.com/watch?v=VkNx3_LboDA) is stunning too.'

Editors Launchpad

Hello Stranger promotional video on YouTube (<http://uk.youtube.com/watch?v=j5s9D74XiM4>)

Click here to listen to 4 tracks from the EP

(http://gwonder.com/gwonder/index.php?option=com_content&task=view&id=26&Itemid=33)

Georgia Wonder Website (<http://www.gwonder.com>)

Georgia Wonder Press Area

(http://gwonder.com/gwonder/index.php?option=com_content&task=view&id=27&Itemid=34)

We7 Interview with Georgia Wonder (<http://www.we7.com/public/spotlight/georgia-wonder>) (September 10th '08)

Hello Stranger EP on iTunes (<http://itunes.gwonder.com>)

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