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October 16th 2018, Bangkok - Today marks the official launch of Heroes of Thailand, a song and music video produced by Thailand-based British Executive Producer Will Robinson, to honor the sacrifice and efforts of the divers, rescue workers, officials and volunteers who rescued the 12 young Mu Pa Academy (Wild Boar) footballers and their coach at the Tham Luang cave in Tham Luang-Khun Nam Nang Non Forest Park, Chiang Rai.

Proceeds from all the download and streaming sales of this song will be donated to Childlife Mae Sai (Baan Nana), Chiang Rai.

Will, who is also the CEO of Hong Kong based record label Tune Asia Limited, has over 25 years' experience in the music industry from promoting Leo Sayer, Rose Royce, The Pasadenas and many more. Will also penned the full length version of "Glory Glory Man United" in 2008 which became a hit with Old Trafford featuring Korean violinist Jenny Bae. He also wrote "Red is the man" for Sir Alex Ferguson's 25th anniversary at Old Trafford and "Chico is the Man" for Mexican football star Javier Hernandez which was a collaboration with Jose Feliciano and Daniel Ryan.

"I co-wrote a song for Bryan Robson, former manager of the Thai national football team and former captain of Manchester United and England football team called "Hero" with British composer Daniel Ryan about seven years ago. The song has a strong melody and after the heroic rescue at Tham Luang cave, I thought this song would make a nice tribute to all the volunteers, rescue workers, divers and others who helped in this rescue mission. I had to change the lyrics and the story of the song and had it translated to the northern Thai dialect," said Will.

"I previously worked on a project on Thai music called "The Isan Project" which was an album of collaboration of Thai and Western artists. I started to record some parts for "Heroes of Thailand" and went into the studio and things evolved. The song was recorded in Manchester, London, Singapore and Bangkok and features vocalist Ronnarong Khampha, who is a Lanna dancer and actor from Phayao, a province north of Thailand," pointed out the producer.

Will explained that the making of the song and video has been an interesting journey.

"My original idea was to have Ronnarong, together with musicians and dancers, to perform the song whilst walking towards the mountains in the north of Thailand where they would make a

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Room 1705-6 , 17th Floor President Commercial Center, 608 Nathan Road, Mongkok, Hong Kong, HK Company Number: 2219984; Tel. No. +852 81977294

camp fire, but I loved the bridge of the song and felt it was very powerful. I thought it would be a good idea to feature some of the heroes," Will added.

"I am honoured to be part of this charitable project so I can share the Lanna art and culture through music," shared Ronnarong, adding, "the lyrics convey the message of gratitude to all local and international volunteers who were involved in the rescue of the footballers and their coach. Every person is a hero."

Heroes of Thailand can be bought on iTunes and all other major digital retailers and streaming services.

About Tune Asia Limited

Tune Asia Limited is a Hong Kong based record label specialising in creating and developing their musical ideas. The company has online marketing and sales of music distributing to 250 digital stores in 140 countries around the world.

Tune Asia's catalogue has sold over 3 million downloads and one hundred million streams which includes the song "Glory Glory Man United". The company has successfully had chart entries in the USA, Mexico, Canada, UK, Europe and in Asia.

Clients include Malaysia Pop Idol Winner Jaclyn Victor, Manchester United, Erik Hargrove of the James Brown Band, Gwen Dickey of Rose Royce, Cleo Higgins of Cleopatra, Rose Jang and Errol Reid of China Black.

The company was founded by Will Robinson, a British Executive Producer who has over 25 years experience in the music industry from promoting Leo Sayer, Rose Royce, The Pasadenas and many more. CEO Will Robinson has collaborated artists such as Bee Gee 'Robin Gibb' and he has extensive knowledge music economy.

For media enquiries, please contact:

Monyaphat Klinmontha (Fern) 090 8978167 Email: pr@brandnow.asia

Piyapatr Suriyasak (Ple) 084-4596926 Email: event@brandnow.asia

Kittima Kaur (Tinny) 081 8262399 Email: kittima@brandnow.asia

Brand Now Asia www.brandnow.asia Tel.: +66 2 105 4217