

## **YouTubers Nikki Lilly, Jodie Mellor and Charlotte Hannah taking part in the Covers For Others challenge to raise money for Music 4 Mental Health**

*For immediate release.*

Wednesday 10 October is World Mental Health Day. 10-20% of children and young people worldwide experience a mental health difficulty in any given year, and 1 in 2 of all cases of mental health difficulties begin by the age of 14. Rising YouTube stars Nikki Lilly, Jodie Mellor and Charlotte Hannah (with over 525k subscribers combined) will launch their [Covers for Others](#) challenge on this day to raise awareness and funds for Music 4 Mental Health and the [#IAMWHOLE](#) campaign, a partnership between the NHS and YMCA launched by Jordan Stephens from Rizzle Kicks. The money raised will go towards supporting leading youth and mental health charities YMCA, The Mix and CALM (Campaign Against Living Miserably) in providing their services.

Covers For Others is a new fun and innovative way for artists to interact with their fans while raising money for a cause they care about. Nikki, Jodie and Charlotte have each chosen a list of songs for their fans to challenge to them to cover. For a week, starting on Wednesday 10th October, their fans are able to vote for the song they want to hear by donating towards the campaign, with each vote costing £1. At the end of the campaign, Nikki, Jodie and Charlotte will each learn and perform the chosen song with the most votes and stream their cover versions on Monday 22nd October.

The campaigns, voting and performances are hosted on the Covers for Others website at <https://coversforothers.co.uk/>, where updates will appear throughout the week as the artists launch and update on their campaigns.

“I am so excited to take part in the #IAMWHOLE campaign because it gives a voice to those battling mental health without focusing on their problems. Mental health can be really isolating and this campaign encourages young people to speak out, seek help and get support. It’s important that those battling mental health know that they are not alone and can fight their struggles.” *Nikki Lilly, YouTube Vlogger*

“I’m really excited to take part in Covers for Others as mental health is a topic that I think is really important not only to me but to the music community. It’s such a fun way for people to get involved and raise money and awareness for the cause.” *Jodie Mellor, Singer/Songwriter*

“Covers for Others is a brilliant way that people across the globe can support Music 4 Mental Health and #IAMWHOLE. We’re thrilled that Nikki Lilly, Jodie Mellor and Charlotte Hannah will launch the challenge and their support will allow us to reach more young people and help break

down the stigma which stops so many from speaking out and seeking support.” *Denise Hatton, Chief Executive, YMCA England and Wales.*

“We are very proud to have Nikki, Jodie and Charlotte taking part in our World Mental Health Day campaign in partnership with Music 4 Mental Health and #IAMWHOLE. Encouraging young people to start having conversations about mental health is crucial to reducing the stigma associated with the subject. Having young participants like Nikki, Jodie and Charlotte taking part will help us reach a range of people and raise money for our partner charities’ vital services” *Laurie Ainley, Cover For Others co-founder.*

- **Links**

**High-res photo of Jodie Mellor:** [Link](#)

**High-res photo of Nikki Lilly:** [Link](#)

**High-res photo of Charlotte Hannah:** [Link](#)

#### **Covers For Others**

[Official Website](#) / [Facebook](#) / [Instagram](#) / [Twitter](#) / [YouTube](#)

#### **#IAMWHOLE**

[Official Website](#) / [Facebook](#) / [Instagram](#) / [Twitter](#)

#### **Nikki Lilly**

[YouTube Channel](#) / [Facebook](#) / [Instagram](#) / [Twitter](#)

#### **Jodie Mellor**

[YouTube Channel](#) / [Facebook](#) / [Instagram](#)

#### **Charlotte Hannah**

[YouTube Channel](#) / [Facebook](#) / [Instagram](#) / [Twitter](#)

- **Contacts**

Cecile Communal - [cecile@coversforothers.co.uk](mailto:cecile@coversforothers.co.uk) / 07540 846 270

Laurie Ainley - [laurie@coversforothers.co.uk](mailto:laurie@coversforothers.co.uk) / 07712 460 092

- **Additional information:**

## **COVERS FOR OTHERS**

Covers for Others is a music project that allows artists and bands to raise money for causes they care about by covering a song. Fans decide which song the artist has to cover, and vote by making a small donation towards the campaign.

How does it work?

Once an artist or band has agreed to take part, we set up a campaign page for them with 8 different songs for fans to pick from. The voting period lasts for 1 or 2 weeks, during which time a fan can vote for the song they want to hear by donating money. 1 vote costs £1, so the more a person gives, the more votes are cast and so the more likely their chosen song is to win. At the end of the voting period, the song with the most votes is announced, and the artist is given a few days to reinterpret the song and record a version of it. The performance is live streamed and then uploaded for later viewing. We aim to provide donors with an update as to how the charity benefited from the amount raised within 3 months of the campaign completing.



#IAMWHOLE is an anti-stigma mental health campaign, aimed at children & young people aged 16 to 24 years-old. It was developed in partnership with the NHS and YMCA, the world's oldest and largest youth charity, and was launched in 2016 by Jordan Stephens, one half of UK music duo, Rizzle Kicks.

The campaign aims to tackle mental health stigma and encourage young people to speak out, seek help and get support. The #IAMWHOLE campaign seeks to tackle stigma in three key ways:

1. Talking - Starting conversation with young people about mental health
2. Educating - Educating young people about mental health
3. Sharing - Encouraging young people to share their experiences of mental health difficulties

To date, the campaign has reached more than 100 million people.

- **Artists:**

<b>Nikki Lilly</b>	Nikki Lilly is a 14 year old girl with a passion for nothing except making videos and baking; and has been creating content on YouTube from June 2013. Nikki has an impressive total of over 33 million views. The vlogger has garnered almost half a million followers as she raises awareness of visual differences with her plethora of positive and light-hearted videos. Diagnosed with arteriovenous malformation when she was six years old, Lilly has occasionally been subjected to cruel comments from online trolls in regard to her appearance
--------------------	---



but Lilly believes strongly in not holding prejudices against people who look different.

In 2016, Lilly was awarded a [Pride of Britain](#) award for inspiring others with her far-reaching YouTube channel. More recently, Lilly has interviewed Jeremy Corbyn, Theresa May, Nicole Scherzinger, Katie Piper, Gary Lineker and many more celebrities as part of her BBC vlog, watch [here](#).

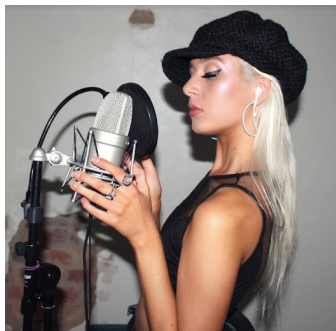
### Jodie Mellor



Jodie Mellor is a singer/songwriter who has amassed millions of views of her beautiful performances, despite still being in her teenage years. While she is an avid fan of recording covers, she also recently released her debut 4 track EP of original songs, [Know Me Well](#).

Her videos have already accumulated in excess of 5 million views, and she has just started studying at BIMM Bristol to continue pursuing her passion for music.

### Charlotte Hannah



Charlotte Hannah is a 20 year old singer/songwriter and YouTuber from the U.K.

Currently under development with Eliot Kennedy and Tom Barker, working on her own original material which is due to be released in 2019. She posts weekly covers, styling from pop to ballads for her supportive online fanbase on YouTube who call themselves the 'Charlotteers'.