

****STRICTLY EMBARGOED UNTIL TUESDAY 27TH JUNE 2023****

**THE VOICE KIDS
PRESS PACK
SERIES 7**





PRESS INFORMATION

The search to find Britain's best young singing talent is back on, as superstar coaches will.i.am, Pixie Lott, Danny Jones and Ronan Keating reunite for **The Voice Kids**.

Broadcasting over three special episodes, Emma Willis will preside over the competition as singers between the ages of 7 and 14 perform in front of the famous red chairs in a bid to showcase their champion vocals and become The Voice Kids winner 2023.

With four places up for grabs on each team, these young singers will be giving it all they've got in the hope of making it to the final and winning a seven night trip to Universal Orlando Resort in Florida.

The Voice UK and The Voice Kids are made by Lifted Entertainment, part of ITV Studios.

EMMA WILLIS - HOST



The level of talent is always so high, did any of the coaches surprise you with their choices?

Sometimes they do, it's really hard for them as the level of talent is always so good. I think it's almost harder with the kids though - there's so many different things to consider, not only is there the cute factor but also a 7 year olds voice will be different to a 14 year olds, for example. So there's a bit more that goes into it and deciding who gets a turn but, at the end of the day, it's just what each of the coaches are looking for and what touches them!

It might not be the perfect sounding voice or you might hear nerves in it but that performance may have really made them feel something.

Were there any standout moments for you and if yes why?

I always feel really lucky in this job because you get to share a family's excitement. You are allowed into their world and get to share in their hopes and dreams.

What do you think kids learn going through this process?

I think they learn quite a lot from an industry point of view. They get to know what it is like to be in a TV studio and what it is like to work through songs and how to change them. But they also learn to have fun with it and they are encouraged so much by the coaches that they shouldn't stress and that this isn't make or break. It's this really enjoyable experience where you get a little snapshot into something you love and something that they may be living one day.

There are times I have stressed out and worried about going onto the stage and I think if I had a glimpse of what the kids do, it wouldn't intimidate me so much as I got older so it's a good confidence building exercise as well.

Do you find yourself getting super emotional?

Always, I get really emotional at the kids because they are just so cute. You are willing them on and they just take it all so well. I think the kids really do take the nos much better than the adults do. But there tends to be a lot more riding on it for the adults.

Have you spotted a star in the making?

Loads, absolutely loads! They still have so much time ahead of them so I think we will definitely see a lot of them in the future. They just need to keep persevering and I have no doubt they will.

Tell us a bit about each judge, what are each one looking for?

They all get on brilliantly, but they all want to win. I don't care if they say they don't want to win, they do! So they're on the look out for a winner but I don't think they look for a particular genre or a style, they just want someone who sounds amazing and takes you on a journey. Someone who makes you feel the emotion of the song and captivates you when you are watching them. So an all around entertainer, I think.

PIXIE LOTT - COACH



How does it feel to be back?

Amazing. I love this show. Every year even though we are on Series 7, every year feels so different. The kids are completely different each year so it makes it a completely different show. You never know which way it's going to lead or how your team is going to fill up or what characters you are going to get.

We just love hearing the talent and we also have loads of fun. It's a really warm, fun show where everybody is having a laugh as well. It's a great experience for the young performers. That's what the whole show is about, the kids and they really do get to shine, so I love it.

What do you specifically look for?

To be honest it is The Voice Kids so I'm always going to be listening out for the voice. Obviously, some performers come with more stage presence or they are a character but I think the most important thing on this show is the talent of the voice. That is what I really hone in on. What's amazing about The Voice Kids is a lot of the time they haven't sung past their bedroom and a lot of the really good singers don't know how good they are. You really do see them change so much over the short space of time until the final. It's all down to the big power house voices for me. I would like to say I know what pushes the button but it's always different every time. The tone is a big one for me as well. We all connect with different tones. Sometimes it's the technique or range of a singer but sometimes it will just

be the tone and they don't have to do anything crazy, you can just feel something there and they are singing from the heart, I think that always gets you.

What do you love the most about the show?

My favourite thing about the show is definitely the talent because I grew up doing the same sort of stuff as the kids and auditioning. There wasn't a Voice Kids when I was younger but if there was, I would have definitely auditioned for it. I've been in their shoes and I know what it's like. I still go for auditions now but for a young person to walk out there, doing what you love and wanting to live your dream and take all these opportunities is really amazing to see as I've been there myself. They are all here because of the pure love and joy of music and singing. There's no agenda or anything else and it reminds us all we are all here because we love music, we love singing and we love performing. It really takes it back to that, back to the basics of that. I think that's really refreshing to see and to hear so that's my favourite part and the kids get so much out of this show. When they leave, they've done these life changing performances so early on in their career which puts them in such good stead for the next stages so to have this experience is so valuable. No matter where they end up, whether they leave after the blind auditions or leave after the battles, every part is so valuable as they learn so much. They are all like sponges and they take so much in.

What advice do you give them?

We are always giving as much advice as we can and supporting and encouraging them. We all know what it's like to be in their shoes. In this business it's important to have people there who can guide you and help out. As they've had this experience when they do it again, I feel like they are ahead of the game. The more they do it the more it becomes water off a duck's back and they become used to it. My advice is always the more of these experiences and auditions they can do the better.

The only thing that can get in the way of a great performance and that can happen at any stage of your career, is nerves and they can just take over. The more you focus on the nerves the worse they are. The problem with singing is as soon as the nerves kick in it just affects the voice straight away, an amazing singer can sound completely different. So, the most important thing is they remember they are here because they love singing, they love performing, you know it's in your bones and you're meant to do this. Enjoy every single second of it and don't focus on the bigger picture or where the cameras are or who is watching at home, just focus on what you love doing, enjoy yourself. If you are enjoying yourself then the audience will too. We talk about this loads on the show, how to get into the right headspace. It goes so quickly so just to be in that moment and enjoy every moment before it's gone.

Tell us about team Pixie this year.

They are all girls. I've got an amazing super group of girls which was so fun for the battle round as they were like a girl group. It was one of my favourite battles. Out of all the years, this year for me was the year where I saw the most change and improvement from the blind auditions to the battles for my team. There were some nerves at the blinds and they ironed them out by the time we got the battles so really they were like four different singers. That's what I mean about the nerves. When the nerves come in it changes everything and when the nerves disappear it changes everything as well. It's so rewarding as I had the vision of what I knew was in there and for them to rise to the challenge when they needed too in the moment was amazing. You never know how it's going to go and that's what keeps it exciting.

Who is the most competitive coach?

I feel like all the coaches are in their own way. I know the others will definitely say me but that's because I've been lucky with the wins. I feel like everybody is competitive but if I had to choose one I'm going to say Ronan

DANNY JONES - COACH



How does it feel to be back?

I'm so proud to be part of this show, I love it. It's a dream job and I'm treated to what the UK has to offer as I get to hear the talent of these seven- to fourteen-year-olds. It's amazing some of these kids haven't even stepped out of their bedrooms to sing and we get to witness it, so I feel very proud every time I get to do this show and I'm proud of the kids who come on and the talent.

What do you look for in a voice?

I'm always chasing a feeling. In the music I make, we try to chase a feeling, whether that's energy and jumping or emotion with either pain or happiness, whatever it is as long as they give me some sort of feeling. The goosebumps don't lie so it's not just about taste or what you like or you don't like. If it's good and it moves you then they should get a turn.

What do you love most about the show?

I think seeing kids realise their potential and seeing their world open up and being inspired by music. They are on that stage and they are such tiny humans and when else do they get to do that, I'd have loved that experience as a kid. It's such a special moment, it's about opening something up they can be inspired by and something they want to do for the rest of their lives.

Tell us about team Danny?

Team Danny is like a mini supergroup. You've got a pop princess, some soul, a big rock singer and then you've got your kind of busker. So, I've got a bit of everything this year. I'm very proud of my team like I always am. They worked so hard, especially around the piano and listened to me. They went away and came back and they wanted to impress. It's nice to see them grow but I always dread the decision and this year is probably one of the hardest decisions I've ever had to make as I loved all four of them, they are amazing and amazing to work with as always.

What advice do you give them?

There's nothing worse seeing a performer not believing in it. As a kid sometimes that's quite nice though as it works. Even when you're young you can still tell a story, you can still change a feeling of a room, you can still have passion as long as it doesn't come across as overly confident. There is a fine balance with the kids so I always say read what you are singing before you come out, understand the song and relate it to what your life is like or sing it to someone, your Gran or your mum and pretend you are singing it to them and forget about the audience if that makes it easier. So, connection, keeping your eyes in the moment even when the song has finished, just be in the moment. Enjoy it and don't overthink it.

Has the level of talent surprised you?

Yes, it surprises me every year. They are just getting better and better. The way they learn and the way they take on information is just incredible. I would have been so overwhelmed back then. They go away and work on it and they come back and I'm like 'I've got nothing to say that's amazing'.

Which coach is the most competitive?

Ronan, definitely. Ronan and I have a friendly rivalry.

What's the hardest thing about the show, is it making all the tough decisions?

Yes. Honestly, I lose sleep over it. I ask my family, I show them videos, I film the rehearsals and I never know what to do because they are all so good and all so young. They handle not getting through so well, they are so mature and I'm always really impressed with that. You just want to pick the right kid and honestly you take it home with you. You keep thinking about it and you are thinking about songs to pick for them and you get inspired by them. I think that's what I go for, if one kid inspires me to come up with a cool song that's great.

Who has inspired you over the years in the industry?

I'd probably say the biggest one and it's more with the band is Green Day. When we all went to see Green Day way back when that inspired us to up our game with our live set. We started to understand the energy of a live set and not to be too indulgent and make sure it's rock music but you've got a party town. I'll never forget watching Springsteen (Bruce) as he does it as well, Bruce Springsteen does exactly the same as Green Day. They both take you to party town and they both leave you feeling like you want to see that and be part of it again. That's what we try to do with our live shows. We still talk about their shows to this day and how we get the energy between songs and flow songs into one another and get crowd participation.

RONAN KEATING - COACH



How does it feel to be back?

It's so great to be back, I loved being on the last series of the show. The talent on this show is incredible and it blew my mind again this time round. I was really proud to be invited back.

What do you look for in a voice?

I think uniqueness and individuality is the most important thing. When you switch on the radio, you want to be able to recognise your favourite artists or an artist immediately and I think having a recognisable voice is very important.

What do you love the most about the show?

The diversity of talent at such a young age is phenomenal and it's amazing that at such a young age, they can already pinpoint the different genres and styles of music that their voices sit with better. Just seeing all the talent is incredible.

Tell us about your team this year

My team was incredibly strong this year and all of my team have a diverse range of talent. It was quite overwhelming at times and quite emotional. I have kids the same age as some of the talent that stood on stage and to see these kids with such confidence and such ability at that age is mesmerising.

I have a young lad from Manchester, who was quite shy about his voice at first but when he got to perform, he really opened up and he just had this awesome cool tone in his voice which was fantastic. I have a great singer who is just the ultimate Popstar and then my Folk singer is just incredible, her connection with the vocals is very special.

What advice do you give them?

I give constructive criticism to help them be better and that is the most important thing as a coach to give them confidence and all the right tools. That is our duty as coaches, I make sure they all get what they need.

Do the kids surprise you every year?

They always surprise me and the one thing about being on the show wherever I have done it in the world is that when I sit there and imagine what I think that person looks like, I am always surprised. When you turn your chair, they never look how they sound. It is incredible. If people at home are watching, playing along and pretending to be coaches, please close your eyes and turn your back from the screen and imagine what you think they will look like. It really is truly brilliant and so much fun.

Which coach is the most competitive?

Competitive haha. Will has been there the longest and he has probably done more of the show than I have around the world so he has a lot of experience. Danny loves having a great time and so does Pixie. I don't feel a huge competitiveness on the kids version!

I am sure Pixie would like to keep her reign going but at the same time Pixie is very happy for other people to have their moment as well. She is very generous like that.

What is the hardest thing for you?

I mean I am always honest but sometimes it is hard as these kids are just starting out on their journeys so you want to make sure, you keep the dream alive and give them the right criticism in the most positive way.

Who has inspired you over the years in the music industry?

Definitely George Michael! He is a musical hero for me.

What do you think the kids learn in this process?

They learn how to perform on a stage and it gives them the confidence to be brave. They all have incredible coaches so that makes them stronger as well and what an opportunity this is. It is a great crash course in performance.

WILL.I.AM - COACH



How does it feel to be back?

You know when we were all younger and Christmas came along, it's like how Christmas felt. It's like oh my gosh! It's Christmas. Then you get a little older and it's not as fun anymore but The Voice Kids, makes me feel like Christmas when I was younger and it's always fun! It brings energy, joy and lots of happiness.

What do you look for in a voice?

I look for fearlessness and joy. Those two combinations are all you need. Kids don't have to have amazing or perfect voices when they are young! I turn around if they just sound cute. Their voices melt my heart all the time, they are so young, I'd love to give them all a chance.

What do you love the most about the show?

All the families that really support the kids, so the Mums and Dads, or the Grandmas or even the next door neighbours and the Aunts. That just gives me life and I really admire that they have raised such amazing and well mannered kids.

I want to hug all the Mums and Dads and say congratulations! I think It's like winning a Grammy, an Emmy or a BAFTA.

Tell us about your team this year

All the kids are really talented and I won't give too much away but church is in my squad this year! This year, I had some Soul, some Gospel, some Rap as well and we even got some Musical Theatre going on.

The rapper wrote this song and I said to her no way, you didn't write this? It was like Wow! She is just so advanced at songwriting already, there are some adults that I know that aren't nearly as good at writing. I was blown away by their level of talent this year and their skillset. What advice do you give them?

What advice do you give them?

You have to meet every kid where they are and give all of them unique advice which is what I do each year.

Do the kids surprise you every year?

Every year, the talent gets better and better and better. Since the beginning! I don't know what is happening but whatever is happening, it is awesome!

Which coach is the most competitive?

Pixie. She just has this none pitching style which is actually super effective and she makes the contestants feel super comfortable by not pitching but pitching. She is really really cool.

What is the hardest thing for you?

Saying no to a kid that wants to have a shot at a career or get advice on how to improve their passion. Not turning is really hard. That's the hardest bit and I don't like that feeling.

Who has inspired you over the years in the music industry?

Drake and Dua Lipa!