

Launch of LARS as a Charity

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At Llanelly House

Article by Robert Lloyd (Media Consultant)

'There must have been many nights like this in the rich Georgian history of Llanelly House. But few would have featured such a dazzling array of young talent. Cerith Owens already has a fine reputation in Llanelli and the rest of South Wales for promoting major concerts and charitable events through his Loud Applause Productions team. Now, Mr Owens has branched out by launching the Loud Applause Rising Stars charity and the Friends of Loud Applause Rising Stars.

The Rising Stars brand aims to mentor and encourage young talent in South Wales and provide performance opportunities for singers and musicians. "It's all about spotting young talent and then encouraging youngsters to fulfill their potential," said Mr Owens. His launch night for the Friends of Loud Applause Rising Stars saw established young singers and new faces take the 'stage' at Llanelly House. Keely Morgan and Jordan Williams are two performers who are already well known to audiences in Llanelli and Swansea. Keely's dazzling set featured Quando M'en Vo (Musetta's Waltz) from La Boheme and The Holy City.

Jordan's set featured Where 'ere you walk and a new addition to his repertoire, Ysbryd y Nos. Judging by the audience reaction, Ysbryd y Nos will be the new 'popular request' at future Jordan Williams concerts. As we have come to expect from Keely and Jordan, they produced first class performances and displayed a level of performance maturity which owes much to their careful handling as members of the Loud Applause Rising Stars team.

The 'new recruits' to the Rising Stars stable who were featured in the performance programme were –

Callum Rhys Williams, who performed I'll Walk With God from The Student Prince.

Thomas Bytheway, Anthem from Chess

Callum Howells, Up on the Roof by Carole King

Dylan Morgan, If I Can't Love Her from Beauty and the Beast

Make a note of the names, for these young gents will be coming soon to a concert venue near you!

The accompanists were Andrew Pike, Rhiannon Williams-Hale and Jane Jewell.

The harpist for a memorable evening in the dramatic setting of Llanelly House was Teleri Haf Gravell.

