



# PRESS RELEASE

EMBARGOED UNTIL  
8TH SEPT 2025

**BASINGSTOKE, 8TH SEPT: DUO MAUD'S DOG  
RELEASE HEARTWARMING CHARITY MUSIC VIDEO  
FOR SUICIDE PREVENTION CHARITY, BATON OF HOPE  
STARRING 77 MEMBERS OF THE PUBLIC!**

Pre-release exclusive - watch the full video here

Maud's Dog are proud to reveal the music video for their recently released charity single 'Baton of Hope', recorded for the Basingstoke leg of the **Baton of Hope Tour 2025**; a song that resonates deeply and inspires all who hear it.

This **heartwarming music video** showcases the town and people of Basingstoke, highlighting the way **human connection** can break through the feelings of isolation and disconnect associated with poor **mental health**.

*"The Baton of Hope' is a true point of light in our country, and it will help to save many lives now and in years to come."*

*– Former Prime Minister Rishi Sunak*

## Background:

- Baton of Hope is the UK's largest ever suicide prevention initiative.
- The symbolic Baton was created by Thomas Lyte, goldsmiths and silversmiths to the late Queen Elizabeth II, and makers of the Emirates FA Cup'.
- Coming to Basingstoke as part of the Baton of Hope Tour 2025 on Thursday 25th September

The video, by local creatives Pink Plectrum, showcases the town and people of Basingstoke, highlighting the way human connection can break through the feelings of isolation and disconnect associated with poor mental health.



responses from test screenings

*“Absolutely beautiful- it’s so very emotional to see it but so uplifting”*

*“I don’t have the words but know that this has made me cry. It is SO moving, so beautiful.”*



Maud’s Dog comprises Mark Fisher and Jackie Pryce, veterans of the 80s music scene. Mark’s guitar interlaces melodic patterns around soul-stirring chord progressions, providing a rich harmonic tapestry for Jackie’s emotive lyrics and melodies that echo the highs and lows of life. Their music transcends time, blending nostalgia with fresh perspectives, inviting listeners to join them in poetic stories of emotion and introspection.

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*“This isn’t just a video release - it’s a call to action. Baton of Hope is inspiring conversations that matter, and we’re honoured to play our part” - Maud’s Dog*

**PRESS PACK**

## BATON OF HOPE CHARITY MUSIC VIDEO RELEASE

Community Interest - Suicide Prevention - Grassroots Musicians - Charity Single  
Public Star in Feel-Good Music Video with Important Message

# PRESS PACK

- ABOUT THE PROJECT
- ABOUT THE BAND
- HI RES STILLS
- HD VIDEO CLIPS
- OTHER LINKS

Mark & Jackie of Maud's Dog would be delighted to give interviews or provide quotes and soundbites about the Baton of Hope single and video as well as the Baton of Hope Basingstoke Tour.

## ABOUT THE PROJECT

Baton of Hope is the UK's largest suicide prevention initiative. It aims to educate on the actions we can all take to help create a zero-suicide society. Their national awareness raising Baton of Hope tour 2025 is visiting Basingstoke 25th September. Local events coordinated by Inclusion Education, Hampshire.

When local band Maud's Dog were asked to create a single for the Basingstoke leg of the Baton of Hope Tour 2025, they knew it had to be something special. Enlisting the expertise of a talented mixing and mastering engineer, Jordan Humphreys along with phenomenal bass player, Chris Hardy, hailing all the way from South Carolina, USA, this dynamic collaboration has created a song that speaks directly to those who feel invisible - offering reassurance, empathy, and solidarity.



The video was entrusted to Pink Plectrum, local creatives who work with grassroots musicians on album artwork, music videos and more. Their concept: to juxtapose the surrealness of a timelapse Basingstoke with images of real people greeting their loved ones, reflecting the song's message of hope and solidarity. They ran drop-in greenscreen sessions for the public to come with friends, family & colleagues, who spent a few minutes following some simple prompts. This produced some really moving footage, capturing genuine moments of human connection.

Thanks to the generosity of various organisations and individuals, the video was produced for an incredible budget of just £37.40!

*"It was a bit of a gamble - we didn't know how many people would turn up, or if the idea we could see in our mind's eye would work in real life. But we were blown away by the response and how well the shots came out. The finished video was shaped by the people who took part, who were such good sports. We went home grinning from spending all day watching people smile and hug their loved ones." - Pink Plectrum*

**Pink Plectrum**



***“Maud’s Dog  
is a band for  
everyone...”***



***...Pryce’s vocals drift from poignancy to empowerment with ease. Aligning with the pace, tone, and constant rise and fall of their melody, she tackles the personal narrative, reflecting on sorrow, hope, and resilience in one fell swoop.”***  
***- The Other Side Magazine***

# ABOUT THE BAND

*“Maud’s Dog are a unique musical entity. Their sound is a fantastic and free-travelling blend of jazz sophistication, theatrical art prog textures, easy listening folk minimalism, and troubadouring poetry.” - Aldora Britain Records*

Jackie Pryce, a seasoned vocalist and songwriter, lent her powerful voice to her first rock band in 1985 at the tender age of 19; igniting a passion that would shape her artistic path.



She honed her craft in rehearsal rooms, gigs and recording studios as well as on the stages of musical theatre, gaining ‘Best Supporting Actress’ during her stint as a member of the Fareham Musical Society. This extensive experience became her ally, while her poetry and lyrics became the heartbeat of her musical projects, infusing them with raw emotion and vivid imagery.

At just 23, Mark Fisher secured his first record contract with Amidisque, a pivotal moment that would shape his musical trajectory. As a member of the New Wave of British Heavy Metal (NWOBHM) band Voltz, Mark honed his skills and carved out his place in the vibrant 1980s music scene.

It was during this time that he cut his songwriting teeth, contributing to Voltz’s acclaimed album, Knights Fall. In 2004 a serendipitous twist of fate reunited Mark with an old acquaintance as he crossed paths with Jackie. Their shared memories of recording at Shepperton Studios sparked a renewed passion. Both hungry for musical expression, they embarked on a songwriting journey together. Mark’s intricate playing style, infused with modal ideas, provided a rich harmonic tapestry for Jackie’s emotive lyrics and melodies. Thus, Maud’s Dog was born - a fusion of experience, emotion, and artistic synergy.

# HI RES STILLS



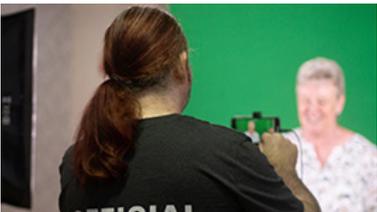
- **Music video cover image jpg**  
1920 x 1080  
download size 932KB



- **Charity single cover jpg**  
2000 x 2000  
download size 379KB



- **Stills from the music video zip**  
16 images 1920 x 1080  
download size 11.5MB



- **Behind the scenes stills zip**  
8 images 1920 x 1080  
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- **Band Photos zip**  
5 images 1920 x 1080  
download size 2.5MB

# HD VIDEO CLIPS



- **Video Trailer (Landscape)**  
download size 176MB

- **Video Trailer (Portrait)**  
download size 177MB



- **Smiles Clip (Landscape)**  
download size 60MB

- **Smiles Clip (Portrait)**  
download size 60MB

# OTHER LINKS

## MUSIC VIDEO

- [Exclusive press-preview of the full-length Baton of Hope Charity Music Video](#)

## COPY

- [Plain text version of all of the copy in this Press Release & Press Pack \(.txt\)](#)

## MAUD'S DOG

- [Website](#)
- [Premier of the 'Baton of Hope' music video - goes live Sept 8th](#)
- [Download the 'Baton of Hope' charity single](#)

## BATON OF HOPE CHARITY

- [Website](#)

## BATON OF HOPE TOUR 2025 - BASINGSTOKE LEG

- [Coordinated by Inclusion Education Hampshire - Website](#)

## PINK PLECTRUM

- [Website](#)



### Contact:

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