



## Stephen Arnold Music Helps CNN International Networks Go for Gold

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For the winter games in Beijing, CNN International Networks returned to Stephen Arnold Music for a refreshed third iteration of the news network's custom franchise music package and sonic brand, "Aiming for Gold," which airs on all its channels worldwide. The music is being featured in CNN's coverage of the games, and used in various promos, in-show coverage segments and athlete profile pieces. The package reflects the majesty, drama, inspiration and passion of the winter games taking place right now on the world's biggest competitive stage.

To echo the host country's culture, Stephen Arnold Music incorporated live orchestration and regional instruments, including the guzheng (a plucked zither), yangqin (a Chinese hammered dulcimer), xiao (a Chinese woodwind) and Chinese dragon drums.

### CREDITS

Principal Design: John Leonard, Design Director, CNN International Networks

Creative Director: Brent Overbeck, Creative Director, CNN International Networks

Composition and Production: Stephen Arnold Music

Executive Producer: Chad Cook, VP/Creative, Stephen Arnold Music

Orchestration: Mack Price, Music Director/Composer, Stephen Arnold Music

Recording and Mixing Engineer: Paul West, Chief Engineer, Stephen Arnold Music

Post Production: Jesus Garcia, Production Director, Stephen Arnold Music