

STRICTLY EMBARGOED UNTIL 9PM THURSDAY 1ST FEBRUARY



PRIMAL SCREAM AWARDED GODLIKE GENIUS!

INDIE'S FINEST SET TO GET THEIR ROCKS OFF AT THE SHOCKWAVES NME AWARDS 2007

With a career spanning **18 hit singles, 11 stellar albums and over 20 years of sex, drugs and rock 'n' roll**, there really is only one band that can be named **Godlike Genius** at the **ShockWaves NME Awards 2007** – Come Together and Screamadefica for **Primal Scream!**

The **Godlike Genius** award forms the pinnacle of the ShockWaves NME Awards. Chosen by the NME, it honours those music icons who have shaped the music landscape over the years and previous winners include, Ozzy Osbourne, New Order, The Clash and Ian Brown who won at last year's event.

Bobby Gillespie of Primal Scream said: "About fucking time, we've known it for years. It's a great honour to get the same award as a band like The Clash. It's a real honour."

Meanwhile **NME Editor Conor McNicholas** said "Everyone at NME is really looking forward to welcoming Primal Scream as the Godlike Geniuses at this year's Awards – no-one parties like Primal Scream. They're a band who have had a massive influence on our scene. All our bands love them and after 24 years they've just had their biggest ever hit. Our Awards are the last big event at the legendary Hammersmith Palais before it's reduced to rubble. Primal Scream may just do that before the bulldozers even get there."

Formed in 1984, **Primal Scream** have been there, seen it, done it and influenced a generation of fans along the way! Fronted by former Jesus & Mary Chain's Bobby Gillespie with Andrew Innes, Robert Young, ex-Felt keyboardist Martin Duffy and Stone Roses bass guitarist Robert 'Mani' Mounfield, the legendary band signed to Alan McGee's Creation Records in 1985 and the rest, as they say, is history.

It was Primal Scream's 1987 **debut album 'Sonic Flower Groove'** that showcased the band's unique musical style – a style that would define a decade and influence a new generation of bands including The Stone Roses and Happy Mondays. The self-titled

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'Primal Scream' was a worthy follow up but it was 1991's 'Screamadelica' which became the bands landmark release and catapulted them into the superstar stratesphere!

With another 7 stunning albums and a whole lot of rock 'n' roll shenanigans in between, this years **God Like Genius** award winners made a stunning comeback last year with their 11th album 'Riot City Blues' and top 10 track 'Country Girl' – their highest charting single to date. With the ability to keep capturing the hearts of fans and critics alike and still creating headlines 20 years down the line, Primal Scream are the stuff that legends are made of...they are infact **God Like Genius!**

VOTE ONLINE AT www.nme.com/awards

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Notes to editors:

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Global Cool

The Global Cool foundation, founded by Dan Morrell, aims to push back the climatic tipping point, by reducing carbon dioxide emissions by 10 billion tonnes over the next 10 years. Global Cool's goal is to reduce carbon emissions by a billion tonnes a year for the next ten years.

For more information on the Global Cool campaign please visit www.globalcool.com. Or contact Becki or Nicola at Cake on 0207 3073191/3134. Becki@cakegroup.com
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Shelter

Shelter helps more than 170,000 people a year fight for their rights, get back on their feet, and find and keep a home. We also tackle the root causes of Britain's housing crisis by campaigning for new laws, policies and solutions. Bad housing

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