

Date: Embargoed until 2nd October



FIRST MUSIC FESTIVAL OF ITS KIND FOR SWANSEA

FFLAM FESTIVAL ANNOUNCED

Fflam is the brand new music festival set to get Swansea sizzling next summer. From **Friday 13th July** to **Sunday 15th July**, Swansea will welcome some of the hottest new and established Welsh bands to play live in the stunning setting of **Singleton Park** at **Swansea Bay**. UK and international artists will also join in on the action, providing an enticing line up with a focus on indie, rock and dance music over the 3 days.

With a capacity of 30,000 per day, multi stages, hot bands, and extra onsite activities **Fflam** will also have superb camping facilities, complete with late night entertainment and a regular shuttle service to the main site.

The name **Fflam** is taken from the Welsh word for flame, and this fantastic new festival looks set to be the ultimate outdoor, live music experience and is ready to stamp it's mark firmly on the festival map next summer!

Fflam promoters Straight Music Ltd will also be giving 3 local unsigned Welsh bands the chance to perform live at the festival – one band per night as the opening act on the almighty main stage.

John Curd, Director at Straight Music, says: "Our aim is that **Fflam** will become to Wales what T in the Park is to Scotland. We're aiming directly at a Welsh audience who I think will make up a large amount of those attending - but everyone is welcome from throughout the UK, Ireland & Europe."

"Our aim is to give people the best possible line-up of music, across the 3 days, with the best value for money and with people going away having had the time of their lives. None of the usual festival moans - just great facilities in a great environment; great vibes and great music."

Chris Holley, Leader of Swansea Council, said, "This is great news for the people of Swansea and Wales. We are delighted to be staging Wales' first major music festival."

"We are anticipating a wonderful line-up on stage which will attract festival-goers from across Wales and Britain, which will have spin-offs for the local economy.

"This will put Swansea firmly on the music festival map and will raise our profile across

Britain. We are beginning to gain a reputation for staging major events and we want this to be the start of things to come for Swansea.”

Early bird tickets will go on sale 4th December for personal callers only at the Grand Theatre, Swansea and Derrick's Records, Swansea priced at £80 for a weekend pass or £95 including camping.

Tickets will go on full national sale from the 11th December priced at £115 for the weekend including camping; £100 for a weekend pass and £40 for a one day pass – they will be available from the usual outlets – more details to follow.

For more print press/online & photography information regarding the Fflam Festival, please contact:

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For broadcast information contact

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Notes to Editors:

About Straight Music Ltd

John Curd (Director, Straight Music) has been promoting & co-promoting headline concerts, tours and festivals throughout the UK since 1973, including major stadium events for The Rolling Stones, Motorhead/Ozzy Osbourne, U2 and UB40.

Most recent large-scale tours and events promoted by Straight Music include **Deconstruction Festival, Eminem** -3 sold out shows at Milton Keynes Bowl (2003) and **Red Hot Chilli Peppers** in Hyde Park (2004) plus MEN Arena and Earls Court (2005)

John Marsh (insert title) has over 15 years Local Authority/Voluntary Sector experience, and as a Director with Mayday Productions organised and promoted festivals with audience capacities up to and beyond 30,000 including Finsbury Park, Highbury Fields, Burgess Park & Victoria Park, London and Heaton Park, Manchester, with headline artists ranging from UB40 and Jamiroquai to Ice T and Jools Holland.