



Press Release

May 2010

Ash to headline Godiva Festival

Internationally acclaimed Irish rockers, Ash, are set to headline this year's Godiva Festival; the Midlands biggest and best free family music festival, held on the 2 – 4 July in the War Memorial Park, Coventry.

2010 has proved a busy year for the band as they embarked on the impressive A-Z journey; the boys have pledged to release 26 songs in one year with a new track out every 2 weeks. With a glittering back catalogue boasting a mix of gold and platinum UK albums complete with chart topping singles including 'Shining Light', 'Burn Baby Burn' and 'Girl From Mars' the band are set to take Godiva by storm ahead of their eagerly anticipated summer festival scene which includes Glastonbury and Benicassim.

The main stage will also welcome performances from the likes of home grown talent **The Primitives**, the eagerly anticipated **Detroit Social Club**, the electrifying **Senser**, the captivating **Morning Parade** as well as live performances from local bands from the Godiva Unsigned competition and other acts are yet to be announced.

Mick McLaughlin, Marketing and Communications manager at CV One said:

"We are delighted to offer such a strong and diverse line up for Saturday at this year's Godiva. As usual, we have a great variety of acts on offer including local talent, up and coming artists and established bands all topped off by Ash."

He added:

"Godiva Festival isn't just about the music, it's also about family entertainment. This year see's the return of the comedy tent, the human circus, sports demonstrations and activities, the shopping village, the kid's tent, a fun fair and the stunning Carnival procession and best of all, it's all free!"

In recent years' the main stage has played host to a number of top international artists including: Idelwild, Toploader, The Enemy, The Human League, Kasabian, Super Furry Animals, The Fratellis, Shed Seven and Biffy Clyro to name but a few.

The festival will run in Coventry's War Memorial Park from Friday 3rd to Sunday 5th of July 2009. In addition to live musical performances the free and ticketless festival will also welcome the annual carnival, the superb fairground and many more family and community based activities and entertainment.

The Godiva Festival is a family-friendly event. The festival takes place in a designated public place, which means festival-goers cannot bring alcohol to the event. Alcohol can be purchased on site at a licensed bar within a fenced area, which will be managed to prevent disorder and anti-social behaviour. Anyone bringing alcohol to the event faces it being confiscated by the police.

The Godiva Festival is produced by CV One Ltd and is supported financially and in kind by Coventry City Council, Coventry University, Coventry Telegraph and Times Series, Heart 100.7, Mercia, Touch, BBC Coventry and Warwickshire, Harry Shaw Business Computers, Feel Alive, City College, Wilsons Amusements and Imagineer Productions.

For more information log on to www.godivafestival.co.uk

-Ends-

For more information or to receive a press pass to the festival please contact:
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Notes to Editors:

Band Biogs

Ash – With 4 out of their 6 albums going platinum the Northern Irish alternative rock band have truly mastered their trade. Studio albums include:

Trailer

1977 –Platinum (BPI)

Nu-Clear Sounds– Platinum (BPI)

Free All Angels– Platinum (BPI)

Meltdown –Platinum (BPI)

Twilight of the Innocents

Morning Parade - Childhood friends Steve Sparrow, Chad Thomas, Phil Titus, Ben Giddings and Andy Hayes craft dramatic, heart-on-the-sleeve anthems. Fusing electronics with guitar and keys with self-assured emotion, Morning Parade are making epic songs to soundtrack first kisses and last goodbyes.

Primitives – One of this city's success stories along with The Specials and The Enemy, The Primitives are back home to entertain the people of Coventry. Morrissey of The Smiths fame quoted them in his top 5 bands so come and find out why.

Senser - For the last few months Senser have bunkered down with their guitars and thrown together fresh riffs for a new album. The results of these sessions will be showcased at full blast for this year's Godiva Festival.

Detroit Social Club – 6 music enthusiasts in one band can only mean one thing; exceptional music. Formed back in 2007 the DSC are hotly tipped as the next big thing, watch this space!