

**Press Release**  
**June 2010**



**Godiva Gets A Fringe!**

The Godiva Fringe is the latest addition to Coventry's ever growing and increasingly successful Godiva Festival. Event organizers, CV One Ltd decided to introduce the additional performances after listening to the opinions of the local community and artists concerning the presence of local bands at the festival.

CV One, The Belgrade Theatre and representatives from the local music community joined forces to create a new showcase event on Friday 2nd July. The Godiva Fringe will focus entirely on promoting local acts and artists within the CV post code area and will ultimately act as a platform to showcase the talents of homegrown acts to a wider audience.

Held at the City's prestigious Belgrade Theatre, 15 Coventry and Warwickshire based acts will appear across two stages, The Godiva Fringe Main Stage in the B2 Arena featuring a selection of the finest bands the city currently has to offer and The Godiva Fringe Acoustic stage situated in the Belgrade Plaza featuring top acoustic acts from the local area.

The Godiva Fringe is a non profit making event with free admission to the general public, keeping it inline with the core ethics of the main Godiva Festival in the War Memorial Park, providing a full programme of entertainment free of charge.

Mick McLaughlin, Head of Marketing and Communications for CV One Ltd commented:

**"We are absolutely thrilled to be able to extend this year's Godiva Festival into the city centre; local music is and always will be at the heart of the festival and by introducing this fringe event we are able to give more local acts the chance to become part of this fantastic event. Our city is blessed by an abundance of musical talent spanning many different and diverse genres; the Godiva Fringe is the perfect way for these artists to showcase their talents to a wider audience."**

Mark Rigby, Chair of the Godiva Fringe Committee added:

**"We are delighted to have been able to collaborate with CV One to produce the Fringe event and are really looking forward to the lineup. We have programmed a diverse selection of genres to suit a variety of musical tastes. All of us on the Fringe Committee would like to extend our gratitude to CV One for taking our comments on board and helping us to facilitate what will hopefully become a regular fixture for the Godiva Festival."**

Artists performing Godiva Fringe 2010 include: 91db / The Ripps / Charles Dexter Ward and The Imagineers / Reubens Cane / The Bellows/Wes Finch (Dirty Band) / Shockparade / The Kirkland Turn / Si Hayden / Simon Davies / Jack Blackman / Kristy Gallacher / Matt Lakey and the Whatever / Mothers Jam.

The Fringe event will take place from 5pm – 1am on Friday the 2<sup>nd</sup> of July, for full details please log onto the website [www.godivafestival.com](http://www.godivafestival.com)

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