



CAMDEN CRAWL 2010

SATURDAY 1ST-SUNDAY 2ND MAY



2 DAYS • 40 VENUES

200 CUTTING EDGE LIVE ACTS & SPECIAL GUESTS

**PLUS... DAYTIME PROGRAMME INCLUDING OPEN AIR STAGES ★ COMEDY ★ SPOKEN WORD
VISUAL ARTS ★ FREESTYLE SPORTS ★ BBQ'S ★ MAGIC ★ THEATRE ★ KARAOKE
POP QUIZZES ★ BINGO ★ LIVE MUSIC PERFORMANCES ★ DJS & OTHER FUN & GAMES**

ONE ALL ACCESS TICKET • CAMDEN TOWN

GAYMERS CAMDEN CRAWL LAUNCHES INTO 2010 WITH WAR CHILD

Due to popular demand and to broaden the accessibility of its daytime programme of arts & activities, the ever evolving Gaymers Camden Crawl moves to May Bank Holiday weekend next Spring. The UK's original inner-city and first festival of the year will set up camp across Camden Town's two mile stretch of high street for the 6th consecutive year (9th since its 1995 inauguration) on Saturday 1st and Sunday 2nd May 2010.

The 2009 event witnessed stellar performances from the likes of Yeah Yeah Yeahs, Kasabian, The Maccabees and Little Boots at The Roundhouse alongside an equally amazing line up of legends which included Echo & The Bunnymen, The Fall, Wire, 808 State and Billy Bragg. As was and will always be tradition, Camden Town was bursting with fresh and exciting new talent over its forty official venues for one very long weekend. The 2010 Gaymers Camden Crawl is sure to follow in the footsteps of its predecessors featuring the hottest new acts converging in one location to launch the festival season.

Discounted early bird tickets for the Gaymers Camden Crawl 2010 will go on sale at 9:00 am on Thursday 29th October. In conjunction with the launch, the festival is pleased to announce it's partnership for 2010 with Camden based International charity, War Child. In support of and to celebrate the new affiliation, the first 1,000 persons to purchase tickets, will receive a limited edition War Child and Gaymers Camden Crawl Christmas card featuring a FREE compilation album, titled 'Camden Heroes', featuring tracks from Camden rooted artists who have performed at the Crawls over the years. For each of these tickets purchased, the Crawl will donate £2.00 to War Child (registered charity no: 1071659).

ADDITIONALLY... all Crawl ticket holders will be given the opportunity to attend a very special fundraising launch gig on Wednesday 4th November in Camden Town. The show will feature a selection of the Camden artists appearing on the compilation and secret surprise guests. The gig will be free before 7:00 pm on a first come first serve basis for any event ticket holders. Any non-ticket holders will be required to pay an entrance fee on the door of £8.00 which will be donated in full by the Crawl to War Child.

The secret Camden Town location and line up of the launch gig will be announced through the media, festival ticket holders and fan databases from Monday 26th October. Secret guests will not be announced until day of the event via the Crawl's Twitter feed www.twitter.com/thecamdencrawl.

The 'Camden Heroes' compilation will feature tracks generously donated from the following artists:

**Beans On Toast • Bleech • Emmy The Great • Graham Coxon • The Holloways • The King Blues
Kitty, Daisy & Lewis • Madness • Man Like Me • New Rhodes • Ou Est Le Swimming Pool**

The May 2010 Gaymers Camden Crawl programme kicks off from midday on Saturday the 1st until the wee hours of the following May Bank Holiday Monday. Upon arrival each ticket holder will be presented with an all-access wristband, programme guide, timetable and free download album to help plot his/her day's adventure. 'Crawlers' are granted unlimited access to all official festival venues featuring more than 200 live artists, extensive daytime activities & arts programme and after show parties capacity permitting. In keeping with Crawl tradition and the spirit of discovery, the full line-ups and stage times remain a closely guarded secret until each day and surprise guests may appear at any time and at any venue.

The evening line-ups are selected by a committee of music industry tastemakers, including radio DJs, club promoters, journalists and record labels. The most hotly tipped acts will appear on the bill both days, alternating venues on Friday and Saturday to allow die-hard Crawlers two opportunities to see their most coveted artists. All other artists will perform on one day or evening of the event only.

Weekend tickets for the Gaymers Camden Crawl 2010 go on sale 9:00 am Thursday 29th October. Initial line-ups will be announced January 2010.

2010 PARTNERS

GAYMERS CIDER



Gaymers cider is into live music in a big way and will once again be headline sponsor of the Gaymers Camden Crawl. "2009 was a fantastic year and our support will make sure the Gaymers Camden Crawl 2010 continues to showcase up and coming talent and break some of the hottest acts of next summer. As well as being headline sponsor, Gaymers cider will be hosting performances at a legendary Camden venue. We look forward to seeing you there to experience the music and enjoy an ice-cold Gaymers original or Gaymers pear cider." Peter Spencer, MD, Gaymer Cider Company.

MTV



MTV UK is the official television broadcast partner for the 2010 Camden Crawl, and will host the historic, 3,000 capacity Roundhouse, exclusively filming a series of extra special guests set to perform at the venue during the festival. MTV UK will air exclusive content across its network of music channels, as well as unique content on www.mtv.co.uk.

"We are excited to once again partner the Camden Crawl," says Eric Allen, Head of Events MTV UK. "MTV took up residence in Camden over 20 years ago because it was a colourful pocket of London where great artists gathered and that hasn't changed. The 2010 Camden Crawl lineup looks to be bigger and better than ever before and MTV is proud to wave the banner for our local community as well as showcasing some of the brightest talent around, across MTV channels, throughout the UK."

WAR CHILD



War Child works to protect children living in the world's most dangerous war zones including Iraq, Afghanistan, Uganda and Democratic Republic of Congo. It also has a long and proud history working with the music industry and has produced an award-winning catalogue of albums and live music events with some of the best emerging and established music talent in support of children who live with the brutal effects of war. As both a geographical neighbour and supporter of their ongoing objectives, the Camden Crawl hopes to maximise awareness and fundraising opportunities for their good work throughout the 2010 event campaign.

'War Child are very much looking forward to being part of The Camden Crawl next year. It's a fantastic opportunity to work locally with musicians, music lovers and local businesses. The Camden Crawl has a great reputation for putting on some of the best live acts and War Child are proud to be part of it.'

Mark Waddington, War Child CEO



LAST.FM

Last.fm is the leader in the digital music space providing music experiences across the web, mobile and in-home entertainment devices. We offer a global music service where people discover, listen and share music. Powered by a community of over 35MM active music fans who develop the site's rich music information, Last.fm connects you to music you love

With Last.fm, listen to all the music you want and get personalized recommendation for music, videos, and events tailored to your music taste.

"We've been aware of Gaymers Camden Crawl now for many years and were delighted when we were approached to become part of next years festival. We look forward to giving artists appearing on the Last.fm Hype Chart the opportunity to perform to one of London's most up for it crowds"

PRACTICAL INFORMATION

SATURDAY 1ST & SUNDAY 2ND MAY 2010 (MAY BANK HOLIDAY WEEKEND) 12PM - 4AM BOTH DAYS

2 DAY PASSES £54.00** ON SALE FROM 29TH OCTOBER 2009

Early bird discount available for first 1000 2 day passes sold. ** An additional £2 charity donation to War Child will be added to each weekend ticket sold

Tickets available from the following outlets:

24 Hr CC Hotline 0871 2200 260 / See Tickets 020 7403 3331 OR buy online: www.thecamdencrawl.com

Tickets are to be exchanged for wristbands which allow free entry to each of the participating venues as individual capacities permit with the exception of The Roundhouse. Supplements guaranteeing entry to The Roundhouse will be available to ticket holders via a secure site in January in tandem with the line up announcement prior to going on general sale. Wristbands and programmes announcing the full line ups and timings for the event are obtainable from 11:00 am onward each day at the Camden Crawl ticket exchange point located at: THE ROUNDHOUSE (Chalk Farm Road, NW1). Please note that 2-day pass holders will need to return to ticket exchange to collect Sunday's timetable. Festival goers are advised to arrive early as there will be a full daytime programme on both days from 12:00 pm. Doors open for evening schedule at 5:30 pm most venues. There will be late night after show parties featuring live bands and DJs until 4:00 am both days.

MAIN CAMDEN CRAWL EVENING VENUES

Koko • Electric Ballroom • Dingwalls • Underworld • Uban Bar • Jazz Café • Barfly • Dublin Castle The Monarch Earl of Camden • The Blues Kitchen • Purple Turtle • The Flower Pot • The Black Cap • The Enterprise

FOR MORE INFORMATION, PLEASE CONTACT THE RELEVANT PARTIES

PRESS: Amanda Freeman / Sam Hinde
FREEMAN PR
+44 (0) 20 7738 3754
amanda@freemanpr.net
sam@freemanpr.net

ONLINE: Matt Brown
STAY LOOSE
+44 (0) 1179 736 558
+44 (0) 7939 527 656
matt@stayloose.co.uk

WAR CHILD: Catherine Gledhill / Ben Knowles
+44 (0)20 7916 9276
catherine@warchild.org.uk / benk@warchild.org.uk
www.warchild.org.uk

RADIO / TV: Kate Burnett
RAPTURE PR
+44 (0) 7973 909578
kate@rapturepr.co.uk
Charlie Hoole
+44 (0) 7971 859 969

MARKETING: Lisa Paulon / Louise Cassidy
CRAWL PROMOTIONS
+44 (0) 20 7485 7400
lisa@thecamdencrawl.com
louise@thecamdencrawl.com