

Festival-goers: Your Chance To Appear In The UK's First Ever Festival Annual

Upload and tag your pictures at

www.MySpace.com/FestivalAnnual



Play your part in history by contributing to a groundbreaking new festival book alongside Jaime Winstone, Edith Bowman, Orbital, Metronomy and many more...

The UK's first ever annual dedicated to festivals is to be launched this summer. *Festival Annual* will be the first ever 'user-generated' annual as festival-goers themselves will play a crucial role in the book's creation. The photograph-led book will be a collection of iconic imagery and stories from the UK's leading festivals.

With more than 100 festivals taking place across the British Isles this summer, there are plenty of opportunities to capture once-in-a-lifetime moments. Whether it's finding love in the Stone Circle, spending the weekend dressed as your favourite super hero or drinking your own body weight in pear cider, Festival Annual is calling out to you to share your most memorable experiences.

Upload and tag pictures on Festival Annual's digital galleries and share stories through comments and status updates. Every single contributor will get their name in the book, with the best photos and stories featuring throughout its pages and at its online home at www.myspace.com/festivalannual.



Issued by Idea Generation

IG Contact Details

T. +44 (0)20 7749 6850
www.ideageneration.co.uk

Megan Thomas:
Andrew Soar

megan@ideageneration.co.uk
andrew@ideageneration.co.uk

Festival Annual 2009 will be the first of an annual celebration of each year's festival season - the photographic embodiment of each and every summer - for all those who rejoice in festival culture, being outdoors and of course, covered in mud. It will feature chapters for each of the key festivals, running all the way from Isle of Wight last month to **Lovebox** and **Latitude** this coming weekend, right through to **Bestival** in September.

UK celebrities will be making their own contributions to **Festival Annual** too – each chapter will also feature images and musings from some of the more famous die-hard festival attendees, there to experience exactly the same kinds of thrills as your average punter.

Actress **Jaime Winstone** is regularly snapped at festivals:

"I'm a proper festival-goer. I love having the excuse of going and getting messy in a field and rolling around in mud. This year Glastonbury was absolutely amazing, but it was a bit different for me as I had a Winnebago, so I got to have a shower and hang out with loads of mates in the VIP bit, but it did kind of take away from the experience as well - you can stay in a caravan in any field. Festivals are about everyone coming together and all sharing a brilliant time."

Radio One DJ **Edith Bowman** commented:

"Six months of my year are devoted to festivals - my favourite time of the year actually. There is so much more to festivals in the UK than just the bands. There is real camaraderie that goes on with the people who devote their weekends to hanging out in fields up and down the country. Whether they are knee high in mud, dressed as goth fairies or discovering some new band, Festival Annual 09, with the help of these people, is documenting the essence of the UK festival season so we can look back in years to come and remind ourselves of the good times."

Throughout the summer there'll be prizes for the best pics and you can cast your vote for the monthly winners of the Festival Annual Awards. This year's categories are: The Best FestiDress Award, Team Festival Award, Festifunniest Award and the Spirit of the Festival Award. The monthly winners and best of the nominees will be featured in the book.

In its glossy, gorgeous, physical form, *Festival Annual* will be arriving on shelves and available to buy online in the Autumn but you can pre-order now online - the perfect end-of-year gift for the festival-loving, story-telling, digital generations.

In the spirit of the festival season, Festival Annual '09 will donate 10% of all profits to Oxfam.



Editors notes

Have your festival captured by Festival Annual at:

- Rockness
- Download
- T in the Park
- Glastonbury
- Lovebox
- Latitude
- Camp Bestival
- Global Gathering
- Secret Garden Party
- The Big Chill
- Green Man
- V Festival (TBC)
- Reading & Leeds
- Electric Picnic
- Bestival

To pre-order a copy of Festival Annual visit:

www.myspace.com/festivalannual



Contacts

For further information / Use of pictures

Idea Generation: +44(0)20 7749 6854

Andrew Soar Andrew@ideageneration.co.uk

Megan Thomas: megan@ideageneration.co.uk

Ends

Websites



www.ideageneration.co.uk

For:

- Online Press Office
- Client list
- Company contact detail



www.myspace.com/festivalannual

For:

- Booking information
- Product ranges
- Locations

Issued by Idea Generation

T. +44 (0)20 7749 6850
www.ideageneration.co.uk

IG Contact Details

Megan Thomas:
Andrew Soar

megan@ideageneration.co.uk
andrew@ideageneration.co.uk