

PRESS RELEASE: Call it "Guildford Summer Live" and we'll help bring back the local feel

Eagle Radio, which has more listeners than any other commercial station heard in Guildford, is making a bid to be the official partner for future potential music summer events in the town's Stoke Park.

A recent event by promoters Live Nation was associated with a London commercial station.

The event, which many saw as a replacement for Guilfest, was headlined by Jamiroquai and Bryan Adams.

Now, Eagle Radio has been in touch with Guildford Borough Council, which gives permission for events like this to take place and signed the deal for this year, to say that it can help create much more local interest in future events, sell more tickets and contribute to a much more successful experience.

Eagle's Programme Director, Peter Gordon said: "We were more than happy to help behind the scenes in the build up for the recent Live Nation show but, following the event, we had many listeners get in touch suggesting improvements; including a better local understanding of what's on offer. There was also concern about inconsistent ticket pricing.

"Eagle's listenership in the area is bigger than any London station and we have experience of helping big music events locally, from racecourse music nights to the excellent Weyfest, as well as many years helping Guilfest.

"We would really get behind any future event, given the chance, and appeal to the borough council, Live Nation or any other promoter to involve us as a full partner to make a much bigger impact in the area.

"Of course, our consistent involvement with the local live music scene over many years would help with that side too.





www.964eagle.co.uk

EAGLE RADIO PRESS RELEASE

"We have a real understanding of what people want in Guildford and the surrounding area because we're here all year round!"

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Eagle Radio & Eagle Extra has a reach of 153,000 weekly listeners across Surrey and North East Hampshire (RAJAR Q1 2013)

