

9 November 2009

PRESS RELEASE

BJÖRN AGAIN

8.00pm, Thursday 3rd December 2009



BJÖRN AGAIN will perform at Aberystwyth Arts Centre on Thursday 3rd December, 8.00pm.

International act BJÖRN AGAIN was created and founded in 1988 in Melbourne by Australian Company Director and Musician ROD STEPHEN. No longer seen as a copy or tribute band but as a brand in its own right, his highly acclaimed show rapidly achieved worldwide cult status. Nowadays Rod's company bjornagain.com employs session performers from across the Northern Hemisphere. In the last 20 years the production has grossed more than £40 million from over 4300 performances in 61 countries worldwide.

Recently endorsed by ABBA's blonde vocalist Agnetha Fältskog, Rod aims to keep his brand at the top and continue for as long as people want to hear the much-loved ABBA repertoire performed the way only Björn Again can.

"It was a great show. I loved the choreography ... it was very true to life.....When do you play your next shows?... Good Luck for the tour" - **Agnetha Fältskog** (TV3 / TV6 20th Anniversary party Stockholm 2007)

"BJÖRN AGAIN has been going for twice as long as ABBA did!" - **Benny Andersson** (The Observer OMM, Mamma Mia Film Interview London 2008)

"BJÖRN AGAIN....the first time I heard that I thought it was a very funny name!" **Björn Ulvaeus** (Manchester Evening News 2008)

"Thanks for the great show" - **Kylie Minogue** (New Years Eve Wembley Arena 2006)

"A wonderful evening in this magnificent setting dancing to Björn Again" - **J.K. Rowling** - Harry Potter Author (2006 MS Charity Ball)

Tickets for this performance are £17.50 and can be booked by contacting the Arts Centre ticket office on 01970 62 32 32 or online at www.aber.ac.uk/artscentre

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Notes to editors:

Further information is available from Rachel Taylor on 01970 622894 email rst@aber.ac.uk

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Further Aberystwyth Arts Centre press releases can be found at www.aberystwythartscentre.co.uk/press.shtml.