

April 2010
PRESS RELEASE



Mid Mad 2010
Aberystwyth Arts Centre
Saturday 19 June 3pm - 11pm
Free entry to outdoor events

After a years break Mid Mad is back on Saturday 19th June with a day of fabulous music, performance art and ever so much more.

Mid Mad 2010 will once again offer an eclectic range of live music alongside fun activities for all the family. A BBQ, face painting and circus skills with Pixie Moon are just some of the activities that will be on offer.

The line up has just been finalised: confirmed for the Mid Mad outdoor stage are Virgil and the Accelerators, The Keys, Räfven and Orkestra del Sol. The extraordinarily talented young blues/rock trio Virgil and the Accelerators are renowned for their jaw dropping live performances. The press are unanimously predicting a great future for this four piece powerhouse blues act from Aberystwyth. The Keys, formerly Murry The Hump, will also be making a welcome return to Aberystwyth. Räfven - a gypsy/balkan/punk band from Sweden – will help kick things off with rabble-rousing sweaty panache, while the anarchic humour of Orkestra del Sol take the brass band format to a whole new level with Middle Eastern rhythms, soaring horn lines, Guca-worthy trumpet solos and New Orleans sass! And The Rare One will be on hand in the evening to deliver stomping sets and mind-bending audio-visual feasts!

This year's event will build on the success of past festivals. Despite the rain the 2008 festival was a great success: an indomitable collective will to enjoy held off the worst effects of the wet and mud. Aberystwyth Arts Centre Director Alan Hewson says: "We know lots of people will enjoy the chance to experience a whole host of musical entertainment whilst sitting outside relaxing in the sunshine (well hopefully in sunshine, but even rain won't dampen our spirits) and we are very excited to be able to bring Mid Mad back for 2010. And even better news - this year the event will be free! We've already had a fantastic response to news that the festival will be going ahead this year and we hope Mid Mad 2010 will be the best yet - it's good to be back!"

Mid Mad is free. Ticket prices for The Rare One tbc. For more details contact the Arts Centre Box Office on 01970 62 32 32 or online at www.aber.ac.uk/artscentre

-ENDS-

Event line up:

Orkestra del Sol	3pm-3.45pm - 20 min break 4.05 - 4.50pm
The Keys	5.20- 6.20pm
Rafven	6.50-7.35pm - 20 min break 7.55 to 8. 40pm
Virgil and the Accelerators	9.10 to 10.10pm
Rare One	9.30- 3AM (Great Hall)

Plus Pixie Moon circus skills, face painting, Bars, Bar-B-Q, Cafe

Notes to editors:

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

Marketing Assistant *Cynorthwy-ydd Marchnata*

Aberystwyth Arts Centre *Canolfan y Celfyddydau Aberystwyth*

Further Aberystwyth Arts Centre press releases can be found at

www.aberystwythartscentre.co.uk/press.shtml.