



LONDON
UKE
festival
2009

20th JUNE 12-6pm
Devonshire Square London EC2

An afternoon of entertainment with bands, food,
drink and very special guests. PLUS the world record
attempt for the most Ukeleles played at one time.

If U UKE then U should be there. We need
your notes to hit our target.

Register to play at www.londonukefestival.com

RECORD SMASH UKE FESTIVAL

Saturday June 20th 12-6pm. Record Smash: 3pm till....

Devonshire Square, London, EC2.

2,000 people.

LONDON UKULELE WORLD RECORD FEST... FOR CHARITY...



IN BRIEF...

WHAT?

You read right. With the meteoric rise in popularity of the ukulele in recent years, we've decided to organise an attempt on the world ukulele record. We're hoping to assemble the most strummers EVER gathered together in one place for a London festival, celebrating the uke, music, cooperation... *and* raising money for charity into the bargain. What's not to like?

WHO?

Under the banner of *The London Ukulele Movement*, ukulele players and event organisers from all over the capital are getting together for a festival and world record attempt. Included will be existing players and groups, both adults who are regular players in clubs and meetings and children from schools throughout London, where the ukulele has proved to be a popular and valuable music teaching tool.

WHY?

It's a great opportunity to celebrate this often misunderstood little instrument, encourage the participation of people of all ages and backgrounds, break a world record... AND raise a lot of money for charity in the process. If each ukulele player could raise £50 in sponsorship money and we set a new accredited Guinness World Record of 500+ we would raise £25,000 for **Cancer Research UK**, our chosen charity.

WHERE?

Devonshire Square, London EC2, is an ideal venue for the attempt – it's a covered space (there's no accounting for British weather...) which can hold 2,000 people; it features secure access and a stage area. It's the ideal venue for this festival

Now all we need to do is achieve our goal of breaking the world record, raising money for **Cancer Research UK** – and having a lot of fun.

DEVONSHIRE SQUARE



The performance arena and stage...



THE DETAILS...

THE PROGRAMME

This is going to be a mini festival – we have a lot to celebrate and fit in, after all. We plan to run a half day event, starting at 12pm, when some established ukulele players and performers will kick things off, using the raised platform outside Devonshire Terrace as a performance area. Following the registration required for the record attempt, we will try and enter the record books at 3pm. From 4pm onwards, more guest artistes will play and lead singing, with everything finished by 6pm in a grand finale.

SAFETY & SECURITY

We will be taking every precaution to ensure the safe and smooth running of the event. Quick and easy entrance to the festival will be controlled through the issuing of wrist bands. After entering, four registration tables in the alleyway leading to the arena will be staffed by stewards – further registration for those attempting the world record will take place in a designated retail unit in the arena itself. All fire regulations will be strictly adhered to; and sound and lighting needs will meet all requirements.

One of the empty retail units furthest from the stage will be used as first aid point, ideally staffed by St John Ambulance, and there is easy access for an ambulance should medical assistance be required. A second unit will serve as a meeting point / lost and found area; while additional toilet facilities will be provided in the space outside the arena.

TRADERS, VENDORS & SPONSORS

Devonshire Square provides an ideal retail / display showcase, with bars, restaurants and many retail units, some of which are currently vacant and could be used for the duration of the festival. There is additional scope for free-standing stalls within and around the arena, allowing for an easy flow market environment. With an audience of musically-minded people of all ages from wide catchment areas, the festival will provide an attractive opportunity for many types of vendors and sponsor displays - as well as raising a lot of much-needed funding for a very worthy cause.

IN SUMMARY...

We're delighted to have the support of Devonshire Square for the festival and world record attempt in the form of a perfect venue, event licensing, security and insurance cover. We're just as delighted to have Cancer Research UK on board, providing stewards and a very worthwhile cause for our fundraising – if every participant raises the target amount, we should be able to donate £25,000 to valuable work.

What we also love are participation – whether performers, vendors and/or exhibitors, sponsors, services or any other relevant field – so here's our invitation to you: get involved, and make this a day to remember.

In the first instance, please contact Quincy (Project Manager) by email on qnc@qnctv.com or by phone on 07590 695 435 with any questions you may have.

On behalf of the London Ukulele Movement, thank you – and we look forward to Your contribution to all of ours' event.

