

**Headline: WrdeUp Music Festival announce new Grassroots day!**

**Sub headline: Additional Grassroots day promises to create an unforgettable experience for upcoming artists and fresh audiences**

**Date line: Highworth Lower Rec - 07/07/24**

**Copy:**

Event organisers Fandangos Productions are pleased to announce the extension of the (previously) two-day WrdeUp Music Festival taking place this July in Highworth. The additional day titled 'WrdeUp Grassroots' is supported using public funding by Arts Council England, specifically the 'Supporting Grassroots Music' fund. Entry is free to anyone that had previously bought a ticket for the Friday or Saturday event, or admission is via a 'pay-what-you-feel' model so that everyone is able to attend, no matter their financial circumstances.

As well as programming a full day of grassroots music, the funding has allowed organisers to improve access facilities with the addition of a viewing platform and Mobiloo unit operated by Swindon Borough Council.

Funding has also opened opportunities for a number of local music programs to be delivered via a number of partners. Beginner and intermediate jazz workshops along with jazz-dance lessons will be delivered in partnership with the newly formed Highworth Jazz Festival. Swindon DJ Paul Carroll will be running workshops at Highworth Warneford School and the organisers are also working with three local schools in the area to perform on the day! Organisers of the (now) three-day event are pleased to also be contributing £1000 to Warneford school completing their fund-raising challenge to buy a new sound system!

Additionally, they are running a work experience program with a local secondary school so that they can have an exclusive behind the scenes experience of what goes into making events happen and what goes on behind the stage essentially! The team at Fandangos are passionate about events, so having the opportunity to show the younger generation how fun it is, is imperative to them!

The idea of the day is to provide new opportunities for those wanting to start or continue their journey into music and performance, plus inspire others by showcasing artists who have walked a similar grassroots path to the stage! The admission model of the event coupled with the music programming is designed to engage new audiences to experience a festival setting.

The WrdeUp Festival is celebrating its 10<sup>th</sup> anniversary since first running and promises to be an incredible day for all who avail themselves, this additional day is the cherry on

the top! Tickets for the Friday and Saturday (with free Sunday admission!) are selling fast and organisers expect a sell-out. Tickets can be purchased from [www.wrdeup.co.uk](http://www.wrdeup.co.uk) with discounts available when buying Friday & Saturday tickets combined, plus family tickets available.

The Friday & Saturday line-up is now fully announced with the Grassroots names following soon. The three-day show will present a day of carefully programmed music, quality food & drink vendors plus epic family-friendly entertainment.

**Friday Big Names: Alpha Circle, FatBoy Tim & Bez from Happy Mondays**

**Saturday Big Names: The Black Eyed Peaz, Taylor Swift Tribute Show, Sugar Motown & her Soul Brothers, The Ukey Dukes and Many More!**

Tom Falding, director of Fandangos Productions who are running WrdeUp for the first time this year wanted to extend his thanks to the Arts Council England, funded by the UK Government for making this project possible.