



PRESS RELEASE

Pontardawe Music Festival Reveals All

The Pontardawe International Music Festival has persuaded several local lads to reveal all for their 2008 30th Anniversary Calendar. Local rugby players from Alltwen Rugby Club agreed to help the festival raise funds for next year's celebrated festival by posing with musical instruments. The calendar will be on sale from local shops and the festival website from the end of November.

Each month the uncovered models will pose with musical instruments regularly seen at the festival and the good people of Ajay Photography of Pontardawe have been on hand to capture some truly artistic (arty?) black and white shots for the fundraiser. The calendar will also advertise other festivals in Wales in support of this year's celebrations.

Gemma Latka, Fundraising Co-ordinator and new addition to the festival committee remarked why she thought the idea for the calendar would be popular.

"It has been a fun project to take part in, as well as raising a potential sum of money, with the idea of the local people helping a local event. We asked a young group of lads to get involved with the festival and demonstrate that there are activities for all ages of people, involving those that wouldn't usually come to the festival"

Steve Hughes, one of the Rugby players, was happy to do this for Pontardawe Festival because *"it is a fantastic event that I am honoured to have been involved in. When the calendar was first mentioned, I can't say I was a fan of the idea, however after much consideration, I thought it was a fun and worthwhile venture, and if 'getting my kit off' to keeps the festival alive then I'm up for it".*

Bob Williams, Festival Chairman commented that, *"It is important for our committee to be proactive in fundraising, and it is the younger generation that has come up with this idea and many others for the festival. We always look for ways to promote our event and the calendar. This could be a very good way of not only finding financial support but also new volunteers and supporters for the fundraising events we have planned in 2008 leading up to the festival.*

"We would also like to thank all the other festivals around Wales who have supported this venture and wish them all a successful year at their own."

Each calendar will sell at £5.00. To order your calendar, please call 01792 830200 or visit <http://www.ponty2008.com>

If you would like to be involved with next year's fundraising events and the festival – please contact Gemma Latka via the Festival Office.

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30 years of making real music

15th –17th August 2008

Park Ynys Derw, Pontardawe.

Tel: 01792 830 200

PRESS INFO: www.pontardaweefestival.com/press