



NEWS RELEASE

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Harvesting the best of British Blues

The world-renowned Harvest Jazz & Blues Festival in New Brunswick, Canada, is set to showcase the winner of a brand new UK-wide search for Britain's best emerging Blues talent. 'The Battle of the Blues' is to launch on 12 October, with unsigned bands and artists creating original music invited to enter. With initial entry level through YouTube, heats for qualifying artists will be held in January in Glasgow, Manchester, Nottinghamshire, Essex and Southampton.

Hosted by the Province of New Brunswick, the competition is a brilliant opportunity for new and emerging British blues talent to raise their profile, with the winner gaining audiences not just in Britain, but across the Atlantic and in front of blues aficionados from around the world.

Says Lisa Gagnon, who's organising the competition in the UK for New Brunswick, "Harvest Jazz and Blues Festival is looking for new international talent to add to their line-up for 2011. They believe the UK has a lot to offer in the way of exceptional blues musicians who deserve a wider audience, and the opportunity for profile-raising is something entrants really will have. Heat winners, plus one runner-up chosen by the public will play at the final in London in March. We will

then fly the overall winner out to Fredericton, New Brunswick, in September 2011 for their performance at the festival."

And she adds, "Music is an incredibly important part of life for people in New Brunswick and Harvest is their premier festival. People will come from all over to listen and I think we can guarantee our 'Battle of the Blues' winners a wonderful – and career enhancing – experience."

'New Brunswick Battle of the Blues' invites bands or solo singer/songwriters to enter the first stage of the competition via YouTube. Artists will need to demonstrate the ability to produce new and original work, though some covers are permitted. To qualify, they will need to be unsigned at the time of the competition (including the final). Entries will be accepted from 12 October up until 17 December. For full details, see www.tourismnewbrunswick.co.uk from 10th October.

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For further information, interview, images or press tickets, please contact Rachel Shimell or Miranda Johnson on 02380 732981/ 01962 890208 or email: Rachel.shimell@ntlworld.com or mirandajohnson@btinternet.com

Note to Editors

New Brunswick is one of Canada's 3 maritime provinces and is known as the 'Jewel of Atlantic Canada'. The province is rich in history, culture and natural beauty and music is an integral part of its psyche. Visit www.tourismnewbrunswick.co.uk for more information

The Harvest Jazz & Blues Festival is an annual music festival held in Fredericton, the capital of New Brunswick. It has an international following and features blues, jazz and world music, taking over the city for 5 days in September.

Details of heats:

The Greyhound, Beeston, nr Notts, 21st Jan
The Scotia Bar, Stockwell Street, Glasgow, 25th Jan
The New Crawdaddy Blues Club in Billericay, 27th Jan
BJ's Blues Club at The Hop Pocket, Chorley, 29th Jan
The Concorde Club, Eastleigh, Southampton, 24 Jan