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Leyline PR – Why?

Leyline specialise in Press and PR, digital marketing, live music promotions, brand development and event management. Established in 2001, Leyline have built a formidable online community and earned respect within key sectors of the music industry for their growing catalogue of successful PR campaigns for major club nights, festivals and record labels.

Clients including **XFM, Red Bull, EA Games, The Glade Festival, Sony Ericsson** and a host of independent (and major independent) record labels have chosen Leyline because of our reputation for innovative ideas, meticulous planning and ability to deliver on time and budget. Our broad knowledge of the music industry and level of expertise have allowed us to deliver extremely cost effective campaigns. If you have any pr or promotional requirements in the near future, please do not hesitate to contact us.

"Leyline are XFM's specialist promoters of choice. They have guided our flagship specialist show The Remix into one of our best and most durable club nights over the past 5 years. It's down to Leyline's industry connections and ability to deliver intuitive and accurate PR on time that makes our Remix night such a success"

Jim Benner- Head of Events at XFM

Examples of current Leyline PR Campaigns

KILL ALL HIPPIES – CARLING ISLINGTON ACADEMY, LONDON

- Sole press and radio, digital marketing, artist programming and liaison

The original and much imitated hybrid rock club. Established in August 2001 at the now infamous Fortress Studios. Kill All Hippies held free all night rock 'n' roll parties for 2 years achieving a cult following and a 'Must Play At' status amongst up and coming and established bands including Primal Scream, Kasabian, The Rakes, The Duke Spirit, White Rose Movement, Infadels, Little Barrie, The Others, 80's Matchbox B Line Disaster and many others.

www.leylinepromotions.com / www.myspace.com/killallhippies333

"One of the hippest rock parties in town" **Time Out**

THE INSOMNIACS BALL - SEONE LONDON

- Press and radio, digital marketing, Artist programming and liaison

Genre defining live indoor music festival allowing music fans to see the cream of the UK's indie and crossover bands under one roof. Originally headlined by British Sea Power, Art Brut, Dogs, Mando Diao and White Rose Movement as part of an extravaganza of 150 performing artists. The event was an instant sell out and won critical acclaim across the media. Now in its second year.

www.insomniacsball.co.uk / www.myspace.com/insomniacsball

"Enough ace bands and DJ's to resink the Titanic" **NME**

BREAKING GROUND INDOOR DANCE FESTIVAL- SEONE VENUE LONDON

- Sole press and radio, digital marketing, artist programming and liaison

Leyline first created this concept as an aftershow party for The Breakspoll Awards 2006, the industry's leading awards ceremony. First held at SeOne venue on **February 24th 2006**, Leyline programmed international DJ's and live artists to produce a critically acclaimed sell out festival. Breaking Ground returned on **December 2nd** introducing Pendulum live as a world exclusive alongside an international line up.

www.myspace.com/breakinggroundparty / www.leylinepromotions.com/breakingground

"A rip-roaring success – look out for the next one" **DJ Magazine**

"Breaking Ground has a line up as fat as a Plump DJ's bassline" **Metro**



Client Based PR Campaigns

THE GLADE FESTIVAL - ESTABLISHED 2003 – CAPACITY 20,000

- Regional and national press agency

The Glade has been at the cutting edge of outdoor dance music with a stage at the Glastonbury Festival for the past four years and was described as 'the best stage at Glastonbury' on Radio 1 in 2003. Whilst continuing to run the stage at Glastonbury, The Glade Festival project aimed to get back to the true festival spirit of 1972 set against the sonic backdrop of today's dance music trailblazers. Leyline galvanized huge press and media support contributing towards a sell out for The Glade Festival in its first year. Now in its fourth year, it has won the accolade of becoming the second fastest selling music festival after Glastonbury.

www.gladefestival.com

"It's not hard to see why its debut last summer was the success story of the season." DJ Magazine
"Leyline continue to be our press and marketers of choice". Nick Ladd, Director Glade Festival

THE REMIX NIGHT – CARGO LONDON

- Press, digital marketing, artist programming in-conjunction with Eddy Temple-Morris

Nominated for a Sony Award, **The Remix Show** hosted by **Eddy Temple-Morris** was the first of its kind to dedicate a show completely to remixes, bootlegs and the work of up and coming producers whilst simultaneously becoming the flagship for a completely new genre of dance rock crossover. It is the only specialist music show to be syndicated across all of the newly launched Xfm networks (Scotland, The Midlands and London). Leyline has built and maintained a strong PR campaign on behalf of The Remix since it was established in 2001

www.leylinepromotions.com / www.myspace.com/theremix

"XFM The Remix has probably assembled one of the finest line-ups London has ever seen" **Metro**

ARCHANGEL MUSIC

- Label PR

Representing Artists:

Mancini – Female fronted 4 piece London edgy pop outfit. Leyline handled regional and national press for first single successfully, the song 'Up Country' entering the charts in the top 50 and laying the foundations for an international major recording contract, currently under discussion.

Subsource – Newly signed London based high energy breakbeat outfit. Leyline will be looking after two single and album release.

SEONE VENUE, LONDON

- Sole PR Agency

Just The One–Critically acclaimed house oriented club night. Leyline currently looks after all regional and national press. Dedicated corporate PR for SeOne venue – Leyline has developed all corporate identity and PR strategy for SeOne.

229 THE VENUE, LONDON – PR

- Sole PR agency and programming consultants

One of the most exciting medium sized live music venues to have opened in London over the past 10 years.

www.229thevenue.co.uk

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