

PRESS RELEASE

Title: *Association of Band Traders Helps Brass Band Archives*
Subject: *The Association of Band Traders is supporting the creation and maintenance of a website for the Brass Band Archives.*

Summary: The Association of Band Traders is supporting the launch of a new initiative to fund the creation and maintenance of a website for the Brass Band Archives. Using the Butlins National Mineworkers Open Festival as the launch event for this project, the Brass Band Archives will be exhibiting a selection of memorabilia and running an exciting prize draw for a brand new Euphonium, donated by Virtuosi England Ltd, to raise funds.

Release Date: With Immediate Effect

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The Association of Band Traders is proud to announce their support of a new website initiative for the Brass Band Archives. Being the initiative of Jon Handley of Handley Band Uniforms, the Butlins Mineworkers Brass Band Festival later this month will be used to as the launch event. The Association is donating exhibition space to the archives organisation, enabling them to present some of the historically significant brass band memorabilia they have in their care. The Brass Band Archives exhibition will also be running a special fund-raising prize draw throughout the weekend with a brand new euphonium, donated by Virtuosi Ltd, as the impressive prize. The money raised will go towards the creation and future updating of a new website for the organisation created by Just Brass Media Services, together with future support and promotion of this extraordinary collection of brass banding heritage.

Bringing the Brass Band Archives into the 21st Century

The Brass Band Archives is a voluntary organisation and for anyone who has visited the treasure-trove in Wigan, it forms an integral part of brass banding history. For many, it is possible that you were unaware that the archives even existed, and this forms the basis of why it was felt that a website could be an ideal means of promoting the organisation and bringing more attention to its substantial collection of the movement's heritage.

"The Brass Band Archives are unparalleled in their historical work and it is critical that such a collection of artefacts, memorabilia and items of notable brass band historical interest are protected for the future. By providing the organisation with support in promoting its existence to a wider audience through the display stand at the contest and the new website in the future, we are hoping that the knock-on effects will derive more visitors to their premises, a wider support for their work and further donations of historical items from bands across the world." commented Clair Tomalin, Secretary of The Association of Band Traders.

Win A Euphonium

Virtuosi England Ltd, a member of the Association of Band Traders, has shown its own passion and support for this organisation by offering a significant contribution of a brand new 4-Valve Euphonium for a prize-draw which is aimed at raising money for

the creation and future support of the Brass Band Archives website (www.brassbandarchives.com).

Tickets can be obtained throughout the weekend from the Brass Band Archives display stand, giving you the chance of winning a brand new **VB-612S 4 Valve Euphonium** from the **new Regency Range** being launched by Virtuosi England Ltd at the contest. Both First Brass Ltd and JP Instruments will be exhibiting the new Regency and Classic Range, so you can find out more about these UK produced instruments, designed for use by a variety of levels from the promising student through to the most experienced of musicians, by visiting their trade stands.

Don't need a Euphonium? Don't worry, even if you are already happy with your euphoniums you can still join in! Virtuosi England Ltd have offered to exchange the Euphonium for an alternative instrument from their Regency or Classic Range, up to the value of £749! So, whatever you or your band may need, by supporting the Brass Band Archives you could also be enjoying a worthwhile personal benefit with a brand new instrument!

Virtuosi England Ltd

Shawn Pagington of Virtuosi England Ltd commented "When I first found out about this secret treasure of the brass band world I knew I wanted to enable more people to be aware of the Brass Band Archives organisation. The amount of time, effort, commitment and energy that has gone in to compiling the amazing collection of items that make up the archives is outstanding. In these times of the internet and global communication, it's important that such a significant collection of our brass banding heritage can enjoy the exposure and interest it deserves. By offering the Euphonium as a prize, we are hoping that the visiting public will make the most of the opportunity to support such a worthy organisation, whilst at the same time being in with the chance of adding an impressive instrument to their band's line up."

Tickets will be available from the Brass Band Archives display stand throughout the weekend, and it is hoped that with such a great prize to win, interest will be strong enough to secure a healthy future for the Brass Band Archives' development.

Visit The Brass Band Archives At Butlins

The Brass Band Archives will have a dedicated stand at the Butlins contest in Skegness from Friday 18th – Sunday 20th. There will be a display of memorabilia, programmes and trophies in the Association of Band Traders tradeshow area and Walter Ainscough, the caring custodian of the Brass Band Archives, will also be there to meet visitors and reminisce. Everyone is invited to visit and enjoy a little taste of brass banding history!

Jon commented "The addition of the Brass Band Archives display will bring a refreshing addition to the tradeshow area. Visitors will be able to take a trip down memory lane, have the chance to chat with Walter and challenge his vast knowledge of all things Brass Band, find out how to visit the 'emporium' which houses the immense collection of Brass Band Archives, and demonstrate their support for protecting this heritage with a chance of winning a Euphonium ... and that's before they even start browsing around the rest of the tradeshow!"

Jon Handley (of Handley Band Uniforms and Tor Designs) the Tradeshow Manager for this event was the originator of this initiative and has been intrinsic in making it a reality.

With the support of Just Brass Media Services offering to create and maintain the website 'at cost', The Association of Band Traders agreeing to give exhibition space at the contest and Virtuosi England Ltd donating a Euphonium for the prize draw, this really is an undertaking that has been wholeheartedly embraced by the Association and its member organisations.

The Association of Band Traders look forward to welcoming you to Butlins, the tradeshow and the Brass Band Archives display stand, and hope that you will enjoy this innovative project.

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Notes to Editors

Association of Band Traders

An organisation with the aim of developing an association of experienced and reputable companies serving all aspects of the music industry. Established over 30 years ago, the Association has regularly supported music related charities and projects and continues to seek out new opportunities to offer its involvement. Regular appearances of many of its members take place at the trade shows organised at many of the major brass band contests throughout the country.

www.associationofbandtraders.co.uk

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