



BOOMTOWN

MATTERLEY ESTATE – WINCHESTER

9TH – 12TH AUGUST 2018

Boomtownfair.co.uk

[Harm Reduction Documentary](#)

Boomtown's 'harm reduction' mission escalates

Boomtown Fair has just unveiled their brand new flagship mission for the year, the all encompassing **Respect Campaign**. Evolving from the success of the Harm Reduction campaign that hit the headlines last year after bringing in drug safety testing organisation, **The Loop** and other extensive safety measures, the campaign covers *all* aspects of harm reduction and consist of three pillars: **Respect Yourself, Respect Each Other, Respect Your City**.

Acknowledging that **respect is very much a two way street**, Boomtown has invested a huge amount to further benefit their audiences' experience. This is not just in terms of the jaw dropping production levels, the mind boggling amount of musicians from every genre under the sun and the theatrical elements of the festival, but also in the safety measures, infrastructure and facilities needed to help keep people safe from harm and to help ensure they have only the very best time whilst at the festival.

[Respect Yourself:](#)

The variety of harm reduction, education and awareness measures under the banner **Respect Yourself** are utilizing a similar method to last year's drug awareness campaign (see 'Boomtown on Drugs' documentary [here](#)). Boomtown will again be providing; **pre-event education and awareness, onsite drug safety testing** provided by **The Loop, roaming campsite welfare teams, 24 hour campsite hubs, fully equipped 24 hour onsite medical facilities, welfare and counselling services**, along with an **onsite police station** and **SIA security staff**. There will also be general welfare messaging and provisions to ensure those in attendance can look after themselves, keep hydrated and are well rested..

[Respect Each Other:](#)

Celebrating and representing the differences and variety within society, along with encouraging people to think about how their actions affect those around them are central to the **Respect Each Other** element of the campaign. Policies implemented to encourage and support these values include; a **zero tolerance policy to harassment** of any kind, continued work with [Safe Gigs For Women](#), as well as raising awareness of what constitutes harassment alongside the [AIF Safer Spaces](#) campaign. **Increasing the awareness of accessibility** support by working with

[Attitude is Everything](#) and [Deafzone](#) to provide a host of [dedicated facilities](#) for people with accessible or medical requirements. There will also be **dedicated LGBTQ+ spaces** of celebration and inclusivity, and behind the scenes work into actively discouraging and raising awareness of cultural appropriation.

[Respect Your City](#)

Respect Your City focuses on reducing the impact the festival has on the environment, as well as instilling social awareness of the long lasting impact an individual can have. As with the other two parts of the Respect Campaign, Boomtown is hoping to encourage a two way partnership with their public by providing the resources to help those in attendance look after the land the festival takes place on, protect all the work that goes into creating it and the planet in general..

Such resources, pledges and facilities include; joining the [AIF 'Drastic on Plastic'](#); working with [RAW Foundation](#) to help raise awareness of the issued caused by plastics through reusable cups and increased water points; participating in [A Greener Festival Award](#); cup deposit schemes; two bin recycling systems; working with [Every Can Helps](#) to recycle drinks cans, minimising cigarette litter with BUTTrFLY. This year the festival continues its partnership with [Energy Revolution](#), to reduce carbon footprint of the festival and a lot of other schemes, systems and policies. See [here](#) for full sustainability policy.

"One of the main things we've learnt over the past 10 chapters of Boomtown is just how far consideration and respect for one another can go. We really want to encourage a culture of respect by providing as many resources for our public as possible, in the hope this encourages everyone within the festival to pass this respect on, to themselves, to each other, to the festival, but also to the outside wider world in general .

We're laying the foundations on what we want the festival to stand for and represent, and where we see our future direction to be focused fully upon." - **Boomtown Organisers**

There are still a limited number of tickets available [here](#). For everything you need to know about Boomtown before you set foot in the city check out the [Essential Guide](#)

-ENDS-

Notes to Editors:

For further information, interviews or images to enquire about press accreditation for Chapter 10 please contact press@boomtownfair.co.uk

Take a look at the latest documentary [Boomtown on Drugs: The Harm Reduction Story](#) which discusses the dangers of drugs and openly addressing the issues drugs can cause at the festival.

- Press Gallery [here](#)
- [District line-up posters here](#).
- Kidztown Gallery [here](#)
- Kidztown line-up poster [here](#)

Tickets: Tickets available from www.boomtownfair.co.uk

Keep up to date with all the Boomtown news via [Facebook](#) / [Twitter](#) / [Instagram](#) / [YouTube](#)

WHAT THE PRESS SAID 2017:

The Independent - *Just bear in mind once you go to this festival, everything else will feel a bit tame...*

DJ Magazine - *The incredible design conjures everything from medieval times to dystopian futures...*

Songlines - *'an adventure into the imagination' ... a veritable city with its own internal mythology of explorers, revolutions and alien contact. An impressively huge line up is spread across 12 districts, each with its own personality and multiple stages.*

Green Parent Magazine - *The kids area Kidztown in Boomtown is brilliant! So creative and so much fun for kids of all ages! ... A city of wonderment, theatre, escapism and community with breathtaking and intricate stages and streets waiting to be discovered.*

Time Out Magazine - *Eccentric and mind bending installations combine to create a city (...) where you never know exactly what you might stumble into.*

Netmums - *Boomtown is a fantastic festival for kids. The Kidztown district offers circus skills, costume making and face painting. There's also the Sandcastle Stage with family friendly shows and entertainment especially for the kids such as discos and reggae aerobics.*

Metro.com - *More virtual reality than festival, this story-driven experience manages to pull off top musical fare ... but that's just the beginning of your journey.*

Notion Magazine - *Boomtown isn't just tents and stages clumsily plopped down in the countryside, but a spectacular sensory experience that pays homage to all art forms. It's a sprawling pop-up metropolis comprised of cleverly repurposed shipping containers, boats, caravans... you name it and they've done something seriously cool with it.*