



# BOOMTOWN

**Chapter 11 - A Radical City**  
**MATTERLEY ESTATE – WINCHESTER**  
**7TH – 11TH AUGUST 2019**  
[Boomtownfair.co.uk](http://Boomtownfair.co.uk)

## **TICKET SALES TO BOOMTOWN'S CHAPTER 11 HIT RECORD LEVELS ON DAY ONE!**

Over 20,000 tickets have been sold in under two hours for Boomtown 2019, the UK's largest, truly independent music and theatrical festival. Hot on the heels of the success of this year's tenth anniversary, the appetite for the coveted tickets for the 66,000 capacity, 5-day immersive event taking place in Winchester has reached another level with Tier 1 and 2 tickets selling out in less than 2 minutes!

The record breaking results are testimony to the festival's reputation for its unparalleled and extensive headline bill, that last year saw the likes of international superstars **Gorillaz**, **Die Antwoord** and **Limp Bizkit** perform, as well as its extraordinary production levels that are reflected across all its 27 main stages and 14 uniquely themed districts.

Putting a strong emphasis on community and collaboration, Boomtown annually commits to raising money and awareness for numerous charity organisations. In total, the event raised **£152,624.67** with **£31,751** going directly towards projects for the local parish communities which directly neighbour the festival site and to its main local charity partner Winnall Rock School.

Moving on to the 2019 event and Boomtown's commitment to reduce the festivals' environmental impact, the event has partnered with **Winchester Action on Climate Change** (WinACC). WinACC works collaboratively with residents, business and policy-makers to cut the carbon footprint of the Winchester District and this partnership builds on the foundations already laid by the festival's existing sustainability policy.

The policy includes partnerships with the Association of Independent Festivals Drastic on Plastic campaign, [Energy Revolution](#) to help offset the carbon footprint, [A Greener Festival](#) who assess the festival's commitment to sustainability, [The Raw Foundation](#) to raise awareness of the consequences of plastics, BUTTrFLY, [Every Can Counts](#) recycling, cup deposit return schemes, EcoBond rubbish collection and the prolific two bin recycling system.

*"Supporting charities that share the same passions as we do is so important to us and it's really exciting to be working alongside **WinACC** this year which is dedicated to combating climate change and inspiring sustainable living. Chapter 11 onwards is all about sustainability. It's a huge priority for*

*us. Reducing the impact the festival has on the environment, but also going some way to change the public's perception on the importance of protecting our planet is vital. If we could help change their behaviour and understand that what we do as individuals will make a much larger collective impact, then we would have achieved something really special.*

*Being in a position where we are able to help raise money and awareness is a real privilege. Thank you to everyone who made a charitable donation when they bought their ticket, or visited a stall and for all the volunteers for giving their time and making Boomtown the experience that it is."*

**Lak Mitchell and Chris Rutherford, Boomtown Co-founders.**

2018 saw a phenomenal **£120,873.67** raised for **national and international charities**, with **£50,254.75** raised via the **Oxfam Stewarding Partnership**, plus a further **£18,755.22** through their **onsite shop**. **My Cause**, a multi-charity stewarding organisation collected just over **£31,377.20** for over 1,600 different charitable organisations.

Other charities in attendance included:

- **TEMWA**, ran the festival's onsite Lost and Found and information stands raising **£11,400** to help develop sustainable self sufficient communities in remote areas of northern Malawi
- **Energy Revolution** - collaborative festival venture to minimise the carbon footprint of festivals raised **£5,721**
- **The Purple Community Fund** on site stall raised **£1,240** to help the Philippines break the cycle of poverty through education, welfare and livelihood programs
- **Love Specs/Unite** raised **£1,445.50** which goes to empowering individual communities in Africa through sustainable education
- **The Samaritans** were on site and provided a safe place for anyone who wanted to talk helping them to forge their own path
- **Safe Gigs for Women** were on the ground providing support to women who face gender equality issues with interactive workshops and support
- **Amnesty International** raised awareness of their work for the LGBTI+ community by promoting their 'Love is a Human Right' campaign

Supporting local businesses and communities has always been a large part of Boomtown's ethos. In 2018 Winchester based organisation, **Winnall Rock School** was the festival's main charity partner. Working directly with young people and their families in Winchester, it will receive **£6,266** from the optional £2 donation the public make when they purchase their tickets. This will help fund the free music tuition and band workshops. For the second year running the guestlist donations collected at the entrance gates were supplemented by Boomtown to raise **£10,000** for the **five parishes that border the festival site** to benefit the wider community.

Another local collaboration for this year was with the **South Downs National Park Trust** and **Butterfly Conservation** teaching those in attendance about the unique landscape and local wildlife that can be found within the Area of Outstanding Natural Beauty that is the South Downs National Park. The **Rose Road Association**, based in Southampton, were also raising vital awareness on the work they do to ensure disability is not a barrier and collected a total of **£1,155**. There was also the return of the popular **Hampshire Farmers' Market** which put local food traders into the spotlight, giving them a chance to showcase a range of local produce and artisan goods.

Boomtown Chapter 11: 'A Radical City' will return to the Matterley Estate over 7<sup>th</sup> – 11<sup>th</sup> August

2019. Tickets went on sale at 7pm on Thursday 1<sup>st</sup> November via [www.boomtownfair.co.uk](http://www.boomtownfair.co.uk)

**-ENDS-**

For further information on Boomtown Chapter 11: A Radical City, the [Chapter 10 After-film](#), gallery of Boomtown images can be found [here](#) or take a look at the Post Event Press Release [here](#).

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

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**WHAT THE PRESS SAID 2018:**

**The Sunday Times:** “there’s everything under the sun, pretty much from rock to reggae. Expect epic feats of architecture.”

**iNews:** “a family-friendly festival more imaginative than most, Winchester’s wonderland is so elaborate it comes with its own immersive, theatrical districts.”

**The Metro:** “Enter a world of unity, creativity and freedom. No it’s not just another message on the side of a bus about Brexit. It’s what’s in store at this immersive world made up of fictional districts”

**The Metro:** “To step into Boomtown Fair is to step onto a theatre set.”

**The Telegraph:** “With a capacity of 60,000 people, expect a giddy, hedonistic party full of cyberpunk attitude and colour.”

**The Evening Standard:** “Its attitude to inclusively has helped it become one of the fastest growing events in the summer calendar.”

**Songlines:** “A must for for the adventurous music lover. With an absolutely immense line up that barely fits on 25 main stages, it is not an exaggeration to say there is something for everyone.”

**SickChirpse:** “Hopefully [the festival’s] commitment to sustainability and safety can encourage people to replicate this behaviour in their everyday lives. Respect.”

**HitTheFloor Magazine:** “The most admirable thing about Boomtown is their unapologetic style of putting on an event their way; no half measures, and the most delicate of details for their audience’s experience.”

**London In Stereo:** “Boomtown is a festival for the people, by the people; powered by a team of creative minds, musicians and performers all looking to push things forward...”

**The Punk Archive:** “The tenth chapter of this immersive festival pulled out all the stops and then some, producing a weekend of excellent live music along with a large helping of pure madness.”

**EDM.com:** “Despite having huge headliners, what made Boomtown a truly unique experience was the brilliant set design, infectious theatrics and the endless amount of small details leading to a bizarre five days.”

**Rhythm Passport:** “Stepping into Boomtown is like walking through a micro metropolis; a city with a myriad of thoughts, agendas and identities.”

**Festival Kidz:** “Nothing beats it in terms of creativity and epic scale. Nothing is as it seems and

behind every door is a new adventure.”

**The Plymouth Herald:** “Chapter 10: The Machine Cannot be Stopped” came to a climatic close, after five days of immersive game play, musical discovery and flamboyant revelry.”