

Boomtown press release

Tuesday 15th August

Boomtown ends after a successful year with Cypress Hill, Chase and Status, and hundreds more.

Boomtown festival, a 66,000 capacity music and theatre festival finished for another year. Chapter Two: The Twin Trail was a huge success as people explored the festival's famous storyline, as well as experiencing performances from Sister Sledge, Cypress Hill, Confidence Man and hundreds more.

After The Prodigy had to cancel due to medical reasons, Chase and Status played the final set on Grand Central to tens of thousands of people as they celebrated the end of the weekend.

Boomtown is famed for its ever-evolving storyline and this year, for the first time ever, attendees were able to affect the final outcome by voting on the Woov app. Over the weekend the different districts of the festivals were searching for Elen, the main character of the story. They were searching for her for different reasons and every app user was sent a notification to vote for Elen as 'Friend or Foe'. The winning vote was that Elen is a Friend, and so the closing show reflected that, and she will remain as the main character.

Eco Bonds were really successful as four times more people took two full bin bags back to the Eco Bond hub, to reclaim their £20 deposit. 3,000 people signed up to be an 'Agent of Change' as they pledged to make an extra effort to use the correct bins, take their tents home and encourage their peers to do the same.

Boomtown will be back next year from 7th - 11th August 2024.

-ENDS-

Notes to Editors

- A gallery of images is [available here](#). More will be added as they are available.
- If there is a specific image/s you have seen on social media that you would like to use, please let us know.