

The well loved Salisbury Live weekend that starts the Festival with a bang is set to be bigger and better than ever in 2010 with the support of new headline sponsor Ringwood Brewery.

On Friday 21, Saturday 22 and Sunday 23 May pubs, clubs and venues across Salisbury will be playing host to the best in local musical talent from folk to rock, jazz to blues.

Chris Keating, Brand Manager of Ringwood Brewery says of their support of Salisbury live: *'we are delighted to be involved with such a fantastic event. We think Ringwood Brewery beer and Salisbury Live are an excellent fit in terms of brand profile and audiences – and live music and real ale is a match made in heaven.'*

Colin Holton, who programmes Salisbury Live for the Festival says *'Salisbury Live in 2010 is going to be fantastic and with the support of our new headline sponsor, Ringwood Brewery, we are really going to be able to develop awareness of the event. Top tips for this year are: the premier Who tribute act, Who's Next, The Endorse it In Dorset showcase and a great eight piece ska sensation among many other things!'*

In its 10th year, Salisbury Live is a great way to start the Festival, with live music playing long into the night throughout the city. Devotees follow a pub trail of their favourite bands or musical styles, while others are content to sit and enjoy whatever the pub presents which could mean punk, followed by roots, then rock. It's a great opportunity to experience live music.

Some fantastic bands are booked – so look out for the full listing on the website and in print. Also look out for new Salisbury Live banners at participating venues.

Ends

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Note to Editors:

About Salisbury International Arts Festival

- The 37th Salisbury International Arts Festival runs from Friday 21 May – Saturday 5 June 2010
- The 2009 Festival featured 11 premieres and exclusives of which 9 were commissions by Salisbury International Arts Festival.
- The annual 16 day Salisbury International Arts Festival blazed into life in 1974 with a performance by Paco Peña and is a leading commissioning and producing Festival which attracts over 55,000 attendances each year and contributes £3m to the regional economy
- Salisbury International Arts Festival 2009 was named 'Tourism Event of the Year' at the South West Tourism's 'Tourism Excellence Awards' and shortlisted for the Visit Britain National Awards.
- Salisbury International Arts Festival is supported by Principal Sponsor Friends Provident, Wiltshire Council and Arts Council England – South West.
- Salisbury International Arts Festival's Principal Sponsor, Friend Provident has been supporting the Festival for a wonderful 25 years
- The full Festival programme was announced 1 March 2010.

Ringwood Brewery

- Ringwood Brewery was founded by Peter Austin in 1978, a man who is revered as "the father of British Micro-brewing".

- Ringwood Brewery's first brewhouse was in a former bakery in the old station yard brewing Best Bitter and Fortyniner for a handful of local customers. 1979 saw the production of Old Thumper, which has since become the flagship brew. Old Thumper was voted Champion Beer of Britain by CAMRA in 1988.
- In 1986, having outgrown the Minty's yard premises, the brewery moved to its present site, ironically the location of the old Tunks' Brewery which ceased trading in 1821.
- Today the brewery is able to produce circa 40,000 barrels of its renowned and distinctive beers. In addition to Best, Fortyniner, and Old Thumper, our autumn brew Huffkin, the deliciously warming XXXX Porter, and new for 2010 will be Showman's Tipple. In April 2010 we add Boondoggle, our blonde ale, to our range of permanently brewed cask beers.