

**GERONIMO MUSIC AND THE MUSICIANS BENEVOLENT FUND PRESENT
LIVE MUSIC AT THE ELGIN**

Geronimo Music has joined forces with the Musicians Benevolent Fund to present 3 evenings of live acoustic music sessions at The Elgin in Ladbrooke Grove on the 30, 31 March and 1 April 2010.

The Musicians Benevolent Fund supports emerging talent in London and with Geronimo Music is showcasing a number of talented individuals who represent the growth and diversity of British music today. The evenings start at 9pm, and all proceeds from the £5 ticket entry will go to the Musicians Benevolent Fund.

Tuesday 30 March

Sherika Sherard was the 2009 recipient of the prestigious Musicians Benevolent Fund Songwriting Award. The 18 year old has already been described by 'Live and Unsigned' as 'London's Best Solo Act'. Beginning her songwriting career at the age of 14, Sherika will use the £5000 from the award to buy new equipment and record an acoustic album.

Also playing on the 30 March is **Callaghan**, a powerfully vocal singer songwriter with over 45,000 My Space fans. Having toured Nashville, her fan base spans the US as well as the UK, where she has performed in The National Theatre and Shepherds Bush Empire.

Wednesday 31 March

Playing on the 31 March is **Noush Skaugen**, whose debut album 'Lost and Found' has established her as an up-and-coming star. A classically trained musician, her alternative rock sound has won her a number of awards in America.

Salena Mastroianni is a former ICMP student, and although only beginning her songwriting career in 2009, has already performed at The Bedford, The IndigO2 and Matter in the O2 arena.

Thursday 1 April

On Thursday 1 April, **Kristyna Myles** will finish off the series. Compared to the likes of Joss Stone and Sara Bareilles, her soulful voice is reinforced by a lively band and she is set to release her debut album this year.

The Musicians Benevolent Fund

The Musicians Benevolent Fund is a unique, UK based charity which provides essential help to musicians of all ages and all genres. It recognises that the life of a musician begins early and supports talented young people in financial difficulty to enable them to fully develop their creativity and musical potential. It also supports music professionals throughout their working lives when a crisis, such as an accident or illness, can have a devastating impact and in later life

with the challenges that face older people. In 2009, more than 360 young people benefited from awards totalling £480,000 and over £1.5 million was given to more than 780 musicians in need. The Fund is completely independent and relies on donations to underpin its crucial work.

The Elgin

Launched in August 2009, The Elgin is Geronimo Inn's only live music pub. Divided into three distinct areas, the regular acoustic music sessions take place in the 70 cover dining room section, situated towards the back of the building. The 'mix and match' decor, which includes bookcases and large wooden sideboards, recreates the customary richness and 'lounge-ability' usually found in **Geronimo Inns** sites, and is suitably homely in feel to compliment the laid back atmosphere.

Geronimo Inns

Widely regarded as an innovator within the pub industry, **Geronimo Inns** was founded by **Rupert Clevely**, former Global Marketing Director of Veuve Clicquot (SA) and his wife **Joanna**. Inspired by a new brand of pub that Rupert had seen in Sydney, **Geronimo Inns** was established as a 'home away from home', where great food was coupled with modern, comfortable design. Since then, **Geronimo Inns** has grown at an exponential rate: today there are 28 sites across London and the South East.

In addition to an ever-increasing portfolio of sites, **Geronimo Inns** has also enjoyed much recognition from the industry. Two-time winner of the *Evening Standard Pub of the Year* award and winner of the 2008 *Cateys* 2008 Pub and Bar Award, **Geronimo Inns** was recently named Pub Company of the Year at the 2009 Publican Awards.



THE ELGIN
96 Ladbrooke Grove, Notting Hill London, W11 1PY
Tel: +44 (0) 20 7229 5663

www.theelginnottinghill.co.uk
www.geronimo-inns.co.uk
theelgin@geronimo-inns.co.uk

**For press enquiries and further information, please contact
Niralie Karia or Marion Chomse at Intelligent PR**

niralie@intelligent-pr.com

marion@intelligent-pr.com

Tel: +44 (0) 20 7287 7222

www.intelligent-pr.com