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## GLASTON-BURY FESTIVAL HAS GONE VIRTUAL!

Top local performers streaming live on Saturday nights in support of Bury Hospice

Every year, we promise you something bigger and better but COVID19 keeps on throwing curveballs our way! Despite the pandemic we still managed to raise around **£5000** for **Bury Hospice** in 2020 and even though it is still too early to say what 2021 has in store for our main event, we have decided to start our fundraising early.

This year we are delighted to bring you "**Glaston-BURY Virtual – Live in Your Living Room**" As ever, we are proudly supporting **Bury Hospice** and all proceeds from the day will be donated in support of their wonderful work. Since Glaston-BURY began, we have raised over **£170,000** in donations as a not-for-profit event and we knew that we needed to get a head start this year. Our latest endeavour is the brainwave of our Sponsorship Manager **Laura Higginson** who explained:

***“Glaston-BURY has always demonstrated the strength of our community spirit and I think our virtual events have taken that to the next level. It’s absolutely wonderful to be a part of an event that not only brings some happiness at such a difficult time, but also raises vital funds for worthy causes”***

We have recently lost a key figure from our little Glaston-BURY family and these events are dedicated to her memory. **Michelle King** was not only a good friend but probably our biggest supporter. She championed our event for many years during her role at Bury Hospice. Michelle was devoted to the Hospice and has undoubtedly played a key part in our success as a major local event.

When asked about the event taking a virtual direction, Organiser **Chris Buckley** said:

***“It’s a challenging time for people. In the face of adversity we must do all we can to keep morale up. Glaston-BURY is a day of musical celebration that raises money for much needed causes. We can’t hold any major events right now so the next best thing is to stream performances to peoples’ homes. That way we can keep bringing music to our community whilst raising money for Bury Hospice. I personally really enjoyed the last virtual sessions we did. It was a much-needed distraction from the tedium of national lockdown and I know I’m not alone in saying that.”***

Aside from general morale, another lockdown means another blow to the live music and events industry. As musicians ourselves we wanted to find a way to help bands to promote their wares whilst raising funds for a cause that we all hold dear. Media Relations Manager **Lyndsey Hopkinson** explained:

***“We have always supported local musicians and with the aim of furthering that support, we have projects in the pipeline that will hopefully come to fruition later this year. In the meantime, these virtual events provide us with a way to keep the Glaston-BURY brand out there whilst giving our performers a chance to do what they love during these very frustrating times. We are extremely grateful to all involved. Our industry has been hit hard but hopefully these Saturday nights will be a small outlet for creativity and provide a chance for new and established acts to perform short sets to a genuinely receptive audience... albeit on a virtual stage”.***

**Glaston-BURY Virtual - Live in Your Living Room** will be taking place on Saturday nights from **January 30<sup>th</sup> 2021**. The events will start at **7.30pm**. We are not charging a fee to watch because we realise that times are tough however as it is a charitable event, we are asking anyone who tunes in to consider a donation of whatever they can spare to our Just Giving page. All proceeds will be donated to **Bury Hospice**.

If you would like more information about Glaston-BURY, please contact **Lyndsey Hopkinson** at [information@glaston-bury.com](mailto:information@glaston-bury.com)

### **References:**

**Main Website:** [www.glaston-bury.com](http://www.glaston-bury.com)

**Facebook Live Streams Group:** <https://www.facebook.com/groups/514428149222390/>

**Main Facebook Page:** [www.facebook.com/glastonbury.bury](http://www.facebook.com/glastonbury.bury)

**Just Giving:** [www.justgiving.com/glaston-michelle](http://www.justgiving.com/glaston-michelle)