



MEDIA RELEASE

For immediate release

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Guitarists needed to strum up a celebration

Monday 17 January: Seed is inviting everyone in and around Bridgwater who can play guitar or bass to take part in a fantastic new event celebrating the connection between the town and Joe Strummer, the late guitarist and singer in the seminal 70s and 80s punk rock band the Clash. Strummer, the village of Broomfield's most famous resident, played his final gig in Bridgwater - a fundraiser that helped established the Engine Room, where Seed is based.

Scheduled for Saturday February 5th, **Clashmob** is the latest event to celebrate the connection between the Clash and Bridgwater as part of the annual International Clash Day, an event started by KEXP radio in Seattle, USA.

Seed Director Scott O'Hara explains *"This years' event, is a bit different, as rather than being just a concert performance, we'd like to give anyone and everyone in and around Bridgwater who can play a bit of guitar or bass to take part. We will be running a flashmob style performance of 'Should I Stay or Should I Go' with participants joining our host backing band **John D Revelator** in the middle of their set."*

Anyone with a guitar or bass will be able to take part, thanks to online guitar teaching experts **Your Guitar Academy** providing instructional materials including an exclusive access video, and a workshop that is planned ahead of the performance on 5 February. The performance will take place on the Cornhill close to the Admiral Blake statue at 12.30pm, and will be live streamed world-wide.

"Whether you can play the song already, or would like to learn how to, we'd love to have you take part" says Scott.

Thanks to support from Bridgwater Town Council, Sedgemoor District Council and Arts Council England, it is completely free for participants to take part and anyone can sign up at www.seedsedgemoor.com/clashmob.

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media release

Play guitar or bass?

Want to be part of a LIVE performance
in **Bridgwater** to celebrate
International Clash Day
on **Saturday 5 February 2022**?
...then click the link above now to join in!

Find out more about what's going on...
seedsedgemoor.com/clashmob

clashm★b



1. Clashmob recruitment graphic/

2. John D Revelator at Front Garden Music Festival photo by Jacob Dear

3. The Clash - Oct. 15, 1979 at Seattle's Paramount Theater photo by Bob Kondrak (CC licence)

Full size Images to accompany this release can be downloaded via:

<https://drive.google.com/drive/folders/1DCu7-0D2OcuRJ7ukR7rmvU2WhKUNFbFh?usp=sharing>

Seed Sedgemoor

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Seed is a Consortium of local organisations comprising:

Homes in Sedgemoor,
Community Council for Somerset,
Bridgwater Senior Citizens Forum,
Somerset Film;
Young Somerset and
Bridgwater Town Council.

We believe that arts, culture and creativity are not elite activities, but should be an ordinary part of everyday life, created by, with and for the people. This can be achieved in partnerships with artists in all forms of the creative arts, working in response to the collective imagination and reflecting the things that are important to the communities of Sedgemoor. We seek to make creative arts, culture and heritage part of everyday life in Sedgemoor by growing new opportunities for its people to participate, create and celebrate.

Seed is part of Arts Council England's **Creative People and Places** programme (**CPP**). Creative People and Places is about more people taking the lead in choosing, creating and taking part in arts and culture experiences in the places where they live. There are 33 projects, each located in a place where people are least likely to engage with arts and culture. We've committed £108 million to the programme so far, covering 33 Projects, 33 Places, 30 consortia and 45 local authorities. Since 2013, there have been 4.5 million engagements with the CPP programme and 86% of people who participate in weren't previously engaging regularly with arts and culture.

www.creativepeopleplaces.org.uk

www.artscouncil.org.uk/creative-people-and-places/creative-people-and-places-projects

If you would like further information about Seed, this announcement or to arrange an interview please contact Scott O'Hara via scott@seedsedgemoor.com or on ph. 07484820672

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