



For immediate release

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'All Aboard' - The BritBus Tour invites all press and British music fans to join its double-decker launch in Times Square on March 1st!

A 3000 mile journey, an iconic British double-decker bus, 5 British music enthusiasts, and a passion to help make new British music great again in the difficult American market. 'The BritBus Tour' hits the road as a new promotional event for British music in the USA on March 1st.

After reading a report commissioned by the British Government in 2002 highlighting serious concern over the decline of British Music Exports in the USA, MBA student and musician Julia Jones decided to do something to help address the problem. Almost three years later, on March 1st 2005, the idea will finally become a reality after Jones sold her belongings to finance the launch.

The BritBus Tour concept intends to use the iconic red bus to attract heightened attention throughout a 3000 mile promotional tour featuring major British albums on MP3 listening posts donated by equally iconic brand Virgin. The New York to LA double-decker dash is a fierce publicity campaign which hopes to gain enough media coverage to draw the music buying publics' attention back to the shelves of the latest British albums in their stores that are winning new audiences world-wide. Albums by Doves, Embrace and Ellie Lawson are amongst those to be featured during this campaign, and the major labels have stepped forward to arrange for The BritBus Tour team to meet these bands at the end of the tour.

The US market is notoriously difficult to promote within due to the excessive costs and time commitments. That unfortunately may also lead to the US public missing out on a host of new British talent that they may currently be unaware of. Establishing the underlying sponsor theme as "Great British Brands Supporting Great British Bands" Julia Jones set out to secure the help of major players including Virgin Atlantic, Virgin Megastore, BBC, Virgin Mobile, Virgin Electronics, London Pride, Stagecoach UK (Coach USA), Land Rover, Tetley, and EMI as well as US brands such as Atlantic Records, CMJ, Knitting Factory, Indie 103.1FM, Fuse TV, IndieTunes.com, NewYork.com, BUNAC, Tea and Sympathy & 7 Records.

"We have strong support from many major British brands and product donations for some amazing competition prizes, but when it came down to hard cash sponsors were too nervous of this new event to make a full commitment in the first year. We decided to take the first trip out ourselves to show brands the value of the event and attract higher levels of future support to develop this as a growing annual event." With only a very low budget for the maiden voyage, Jones and a handful of volunteers realized they would have to launch the first tour themselves in

order to make it happen.

The tour officially kicks off at 10am on March 1st when the BritBus Tour double-decker is escorted out of Times Square NYC with a British musical send-off on the roof of a red NYC sightseeing open-topper escort bus. The celebrations continue later that morning at a British Tea Party in Virgin Megastore Union Square during an in-store by new British act Ellie Lawson. Leaving from a British night at The Knitting Factory venue in New York that evening, the double-decker will arrive at its final destination 3000 miles later for a British party at The Knitting Factory in Los Angeles. The line-ups at the New York and LA shows are headlined by Ellie Lawson and supported by a variety of independent British acts alongside US bands who have been heavily influenced by British music.

The Official Press & VIP Launch in Times Square - March 1st 2005

(please confirm your place by February 25th as numbers on the bus are limited)

- 10.00am Join Julia Jones and friends for a British 'karaoke' session on top of the double-decker bus in Times Square.
- 10.30am Press and VIP's are invited to board the double-decker at Times Square and be taken on a short trip to Virgin Megastore Union Square. Julia Jones will be giving a short presentation on board the bus during that journey outlining the aims of The BritBus Tour campaign.
- 10.50am Press and VIP's will be delivered at the Virgin Megastore Union Square cafe where they will be served traditional British Cream Tea whilst new Brit-act Ellie Lawson performs a selection of songs from her debut album released in March on Atlantic Records.

For further information or to confirm your place at the official press launch please contact Michael Doggwiler - +44 (0) 1580 762005 / michael@thebritbustour.com

Full Tour Schedule

March 1st	New York City, NY	The Knitting Factory
March 3rd	Columbus, OH	The Old Bags Of Nails Pub
March 4th	Indianapolis, IN	The Broad Ripple Brew Pub
March 5th	St Louis, MO	Llewelyns Pub
March 8th	Albuquerque, NM	The Fox and Hound Pub
March 9th	Las Vegas, NV	The Crown and Anchor Pub
March 12th	Los Angeles, CA	The Knitting Factory

More information on the tour, live shows, and Julia Jones' daily blog can be found at www.thebritbustour.com