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## **LAKE OF STARS FESTIVAL ANNOUNCE BAI0 - VAMPIRE WEEKEND DJ SET, GEMMA CAIRNEY (1Xtra) AND GOLDIEROCKS THEIR 2011 DJ HEADLINERS**

***Baio - Vampire Weekend DJ set, BBC 1Xtra DJ and Presenter Gemma Cairney, BBC Radio 1 DJ Goldierocks will join Foals and Freshlyground to headline this year's Lake of Stars Festival on 30<sup>th</sup> September to 2<sup>nd</sup> October in Malawi, Africa.***

Lake of Stars Founder Will Jameson says: "Our second line up announcement comes as we count down the final days of an online auction of 'money can't buy' experiences and prizes we are hosting to raise funds towards supporting Malawian artists involvement in the festival."

The amazing list of items includes a personal **DJ lesson from DJ Yoda**, the chance to have **Goldierocks DJ at your house party**, a **studio session with Get Cape Wear Cape Fly**, tickets to **Camp Bestival**, a **private cinema for you and 60 friends** in Shoreditch, **Noisettes frontwoman's famous silver boots** and **all star accommodation at this year's Lake of Stars Festival**.

The auction, hosted on eBay, **closes tomorrow on 21st July** with another round of the auction being held in August.

Now in its 8<sup>th</sup> year, the Lake of Stars festival is an international arts festival held on the lakeshore in Malawi showcasing a diverse mix of traditional and new African music, art, poetry, fashion, markets, food and more.

Will says: "It's one of the only events offering 70 live acts from Africa and Europe playing everything from indie to kwaito to reggae and dubstep in a location that **Wanderlust** travel magazine hails as one of the Top Ten emerging travel destinations in the world."

Known for its uniquely diverse the Lake of Stars Festival has featured Maccabees, Noisettes, Tinashe, Get Cape, Wear Cape, Fly. Annie Mac, Andy Cato, Felix B, Ross Allen, Mary Ann Hobbs, Goldierocks, Eddy Temple Morris, MistaJam and DJ Yoda.

Bass player of New York band Vampire Weekend, **Baio's** DJ sets have rocked clubs from across the globe from Ibiza to Paris to Sydney to Seoul. Before joining Vampire Weekend, he ran a radio station, threw sick basement shows and DJ'd parties at Columbia University in New York. This will be his DJ debut in Africa, brought to Malawi courtesy of the US Embassy in Lilongwe.

DJ and Presenter **Gemma Cairney** began her radio career at Channel 4 Radio and now hosts a regular slot on BBC 1Xtra as well as being a roving reporter on the BBC's coverage of Glastonbury Festival in 2011 and 2009. Gemma is also a guest presenter for the BBC Radio 1 Surgery alongside Aled, and is the official Radio 1 fashion expert, dishing out fashion advice to listeners. Gemma joins us in Malawi straight from her Climb of Mount Kenya with our friends Trekstock.

**Goldierocks.** That's Sam Hall; blonde-haired vixen and rock n roll talent-spotter de jour and British Council Selector Radio show host. Now most renowned for her energised 'punk rock' DJ appearances, invading parties and after shows all over the world - at some point in time, Sam's probably hijacked your fave indie/electro haunt.

To bid in the auction, visit <http://bit.ly/kEnaRf>. For more information about the festival, visit [www.lakeofstars.org](http://www.lakeofstars.org), follow us on [www.twitter.com/lakeofstars](http://www.twitter.com/lakeofstars) or [www.facebook.com/lakeofstars](http://www.facebook.com/lakeofstars).



**Listings info:**

**Event:** Lake of Stars Festival 2011

**Location:** Sunbird Nkopola Lodge, Mangochi, Malawi

**Dates:** 30<sup>th</sup> September - 2<sup>nd</sup> October 2011

**Line up announced so far:** Foals, Freshlyground, Baio -Vampire Weekend DJ set, Gemma Cairney, Goldierocks, Black Missionaries, Lucius Banda, Skeffa Chimoto, Maskal

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**Notes to editors**

- Lake of Stars promotes event-tourism and Malawi's creative industries. The Malawi government has recognised the crucial part that tourism can play in the country's economy.
- Will Jameson first visited Malawi in 1998 when he worked in Dwangwa as a volunteer with the Wildlife Society for 6 months. During that time he travelled to Zimbabwe, Zambia and Mozambique. On returning to England Will took with him a souvenir – an empty carton of 'Chibuku Shake Shake' beer. Half way through university at Liverpool John Moores he decided to start a clubnight with friends Damo Jones, Charlene McDaid and Rich McGinnis. They named the night after the Malawian beer and went on to win Best UK Club in the Mixmag Awards in 2004. The club gave Will the contacts and experience needed to develop the LOS festival idea.
- **Past artists include:** Noisettes, Maccabees, Seth Lakeman, Oliver Mtukudzi, Ali Keita, Annie Mac, Andy Cato, Felix B, Ali B, Ross Allen, Tayo, Scratch Perverts, Mary Ann Hobbs, Get Cape Wear Cape Fly, Tinashe, Afrikan Boy, Goldierocks, MistaJam, Oskido, Goldfish, Eddy Temple Morris and DJ Yoda.

**Impact facts:**

- The festival has exposed over 200 million people to Malawi through its media coverage, notably on global news networks (BB, CNN) and online
- The festival is Malawi's number one tourist event of the year it has been contributing to the development of tourism and the arts in Malawi since 2004
- In 2010 the festival generated \$1,000,000 of local spend with around a third being in foreign currency
- 100 plus local people were employed and a 1000+ hotel beds were slept in providing a major boost to local families and businesses in 2010 alone.
- The new Development Village area in the festival put NGO's, the private sector and charities into a space together to spread awareness of their activities and engage with the public.
- 3000+ people came to the 2010 festival, with a majority being Malawian residents but also a healthy mix of regional and international travellers attracted to the unique event.
- The festival provides a positive story for Malawi and Africa and its key role in countering prevailing negative media messages about the continent is recognised through Lake of Stars being asked by Comic Relief to join their new See Africa Differently advisory group.



**Quotes on the project:**

**Q Magazine** - ‘Simply the finest festival in the world’

**Oliver Mtukudzi** ‘I wish there were more festivals like this.

**Nihal, BBC Radio 1-** 'To call Lake of Stars a festival is like describing Everest as a hill, it's not just turn up, pitch up, jump up and down, and leave. It's an experience that expands your musical and cultural landscape’

**The Maccabees** - ‘Lake of Stars was the most incredible experience and something we will never forget’

**Annie Mac, BBC Radio 1** - ‘Lake of Stars is on a whole higher plane... it’s just so much more interesting than any other festival. This has been a soul-cleansing experience’

**Felix B (Basement Jaxx)** - ‘It was a truly amazing and unique adventure to travel to the heart of Africa’

**Andy Cato (Groove Armada)** - ‘You’ll never see music cross as many boundaries and borders as this, and you’ll never listen to music in a more special place

<b>Partners 2011</b>	
DHL Express Malawi <a href="http://www.dhl.co.mw/">http://www.dhl.co.mw/</a>	<b>Global logistics partner</b>
	<p>DHL – The Logistics company for the world.</p> <p>DHL is the global market leader in the logistics industry and “The Logistics company for the world”. DHL commits its expertise in international express, air and ocean freight, road and rail transportation, contract logistics and international mail services to its customers. A global network composed of more than 220 countries and territories and about 275,000 employees worldwide offers customers superior service quality and local knowledge to satisfy their supply chain requirements. DHL accepts its social responsibility by supporting climate protection, disaster management and education.</p> <p>DHL is part of Deutsche Post DHL. The Group generated revenue of more than 51 billion euros in 2010.</p>
Access Communications Limited <a href="http://www.access.mw/">http://www.access.mw/</a>	<b>Communications partner</b>
	<p>Access Communications is the Second National Operator in Malawi and offers voice and internet services in Blantyre; Lilongwe; Mzuzu; Zomba; Thyolo; Mangochi; Ntcheu; Nchalo; Dedza &amp; Kasungu</p>
Kenya Airways	<b>UK flight partner</b>



<a href="http://www.kenya-airways.com/">http://www.kenya-airways.com/</a>	<p>Kenya Airways is one of the leading and most respected airlines in Africa and has supported the festival since it began in 2004.</p> <p>Kenya Airways Cargo supports the festival and will be air-freighting 5 tonnes of audio-visual equipment from UK to Malawi. Kenya Airways Cargo, Africa's manifest to the World</p>
VentureCo <a href="http://www.ventureco-worldwide.com/">http://www.ventureco-worldwide.com/</a>	<p><b>Travel Partner</b></p> <p>"Giving something back" is at the heart of VentureCo's ethos and our objective is to work in partnership with responsible travellers to achieve a mutual exchange between the traveller and the host community.</p>
Funktion One <a href="http://www.funktion-one.com/">http://www.funktion-one.com/</a>	<p><b>Technical partner – PA system</b></p>
STS Touring <a href="http://www.ststouring.co.uk/">http://www.ststouring.co.uk/</a>	<p><b>Technical partner - Backline</b></p>
Audile <a href="http://www.audile.co.uk/">http://www.audile.co.uk/</a>	<p><b>Technical partner – Lights and audio equipment</b></p>
Brentwood Communications <a href="http://www.bc-ltd.co.uk/">http://www.bc-ltd.co.uk/</a>	<p><b>Technical partner - Radios</b></p>
Studiocare <a href="http://www.studiocare.com/">http://www.studiocare.com/</a>	<p><b>Technical partner – DJ equipment</b></p>