

## RACECOURSE'S JOOLS GIG TO PROVIDE TOURISM BOOST

Jools Holland's big summer concert at Carlisle Racecourse next year is to be backed by tourism chiefs in a bid to help attract more visitors to the city.

Nearly 2,000 tickets have already been sold for the open-air gig by the TV showman and his Rhythm and Blues Orchestra more than six months before it takes place on Saturday July 3 as part of the CFM Summer Family Festival evening meeting.

It is hoped the high-profile event, which has also attracted major corporate interest, will draw the racecourse's biggest ever crowd of 10,000 to enjoy an evening's racing followed by a 90-minute concert and firework display finale.

The event is being supported by Stobart and has now received another major boost after Carlisle Tourism Partnership teamed up with the racecourse as its official partner for it.

CTP director Marie Whitehead said: "Part of our priority is to raise the profile of Carlisle to visitors and to bring more people here. So we will be using this event to pull visitors to the city to stay for the weekend so they can see what great attractions we offer in and around Carlisle. We want them to come to a top-class event like this and to enjoy everything else we have to offer."

The Jools Holland event will see the CTP working with the racecourse on marketing, promotion, development and communication.

Marie, whose brother is Premier League footballer Rory Delap, added: "We are trying to enhance the events programme for the whole of the city. Besides staging our own events, we will be supporting other businesses and theirs, like Carlisle Racecourse and Jools Holland. The racecourse is a quality venue and an event like Jools Holland will definitely bring people to Carlisle."

The 90-minute set by Jools Holland and his Rhythm and Blues Orchestra will start around 9.15pm once the evening's horse racing has finished. All three elements - horse racing, live music and fireworks - are included in the ticket price of just £15 or £20.

John Baker, the racecourse's managing director, said: "We are delighted to welcome Carlisle Tourism Partnership on board for the Jools Holland event. We welcome their support and expertise.

"Our Summer Family Festival is always a popular meeting and it is already proving tremendously successful, judging by ticket sales as well as corporate and restaurant bookings even at this early stage. A lot of people are buying tickets as Christmas presents."

More than 7,000 people attended last July's CFM Summer Family Festival, which featured Escala, the all-girl classic rock string quartet from Britain's Got Talent. The racecourse's biggest ever crowd of 8,000 saw Tony Hadley perform there in 2006.

Jools Holland's orchestra at next year's event will include Gilson Lavis from Squeeze on drums, special guest vocalists Ruby Turner and Louise Marshall as well as ska and

reggae legend Rico Rodriguez on trombone. Gates will open at 3pm. Racing starts at 6:55pm.

The former keyboard player with Squeeze is now a hugely-popular TV presenter, pianist and bandleader. His current 20-piece band features organist, drummer, three female vocals, guitar, bass guitar, two tenor saxophones, two alto saxophones, baritone saxophone, three trumpets, and four trombones.

Tickets are available for the Carlisle Racecourse event on 0844 579 3002 or on [www.carlisle-races.co.uk](http://www.carlisle-races.co.uk) .