

## THE WINNER TAKES IT ALL AS RACECOURSE LINES UP ABBA ACT FOR LADIES NIGHT

Mamma Mia! Carlisle Racecourse's hugely successful Ladies' Night is set to get even bigger and better next year when it will feature a 90-minute performance by the world-famous Abba act Bjorn Again.

Nearly 8,000 people, including scores of women dressed to impress, attended last summer's annual event at the Durdar track, which ended with a 45-minute live show by Take That! tribute band Fake That!

But next year's Ladies' Night on Monday 2 August 2010 will see the evening's racing rounded off with a full concert by Bjorn Again, who offer more of an extravagant satirical parody of the Swedish supergroup rather than being simply a copycat or tribute band.

John Baker, the racecourse's managing director, said: "Each year, Ladies Night seems to build and get better and better and this is another major step forward for it. We were looking to do something new and different and Bjorn Again really fits that brilliantly.

"Getting the most well-known Abba act in the world to perform here will be something really special and should lift Ladies Night to another level. In the past, we've just had fairly low-key short live performances after the racing but this will be a proper hour-and-a-half's concert performance by the world's most successful and popular act of its kind. It is superb value for money."

Tickets from £15 for adults cover both the race meeting and the Bjorn Again concert and are already on sale on 0844 579 3002 or on [www.carlisle-races.co.uk](http://www.carlisle-races.co.uk). Admission is £10 for students and OAPs or free for accompanied under-16s.

Ladies Night 2009 attracted 7,737 spectators – 300 up on the previous year – making it the racecourse's biggest crowd of the year. The target now is to beat the 8,000 mark for the first time in the racecourse's history..

The racecourse has already announced that Jools Holland his Rhythm and Blues Orchestra will be playing at next year's CFM Summer Family Festival evening race meeting on Saturday July 3. Tickets for this are now on sale too. Stars of TV's X-Factor show also will perform at the racecourse's family day meeting on Sunday July 25. Names are yet to be confirmed.

The racecourse, which hosts superb modern facilities, will also be hosting the Cumberland Show next year on Saturday July 17 after organisers decided to switch it away from Rickerby Park.

The internationally-acclaimed Bjorn Again show was created in 1988 in Australia and has since achieved worldwide cult status, using "Swenglish" to communicate with the audience. Now a brand of its own, Bjorn Again employs a team of professional session singers and musicians to perform around the world, grossing more than £35 million during those 21 years with its ultimate Abba experience.

Its portrayal was recently endorsed by original Abba singer Agnetha Faltskog, who said after watching Bjorn Again perform at its own 20<sup>th</sup> anniversary party in Stockholm: "It was a great show. I loved the choreography. It was very true to life."

The original Abba band won the Eurovision Song Contest at Brighton in 1974 with Waterloo and went on to become one of the world's biggest selling bands. Their worldwide hits include Dancing Queen, Super Trouper, Voulez Vous, The Winner Takes It All, Thank You For The Music and Mama Mia, the name of the Abba-based musical and movie.