

BIRMINGHAM BANDS TO PERFORM AT MAJOR RUSSIAN FESTIVAL TO CELEBRATE CULTURAL PROGRAMME

Local artists to perform in front of thousands of people at the Ural Music Night Festival as part of UK-Russia Year of Music

Three of Birmingham's most exciting bands are swapping the Midlands for the Urals as they head to Russia to perform at one of the country's most distinguished festivals. The Twang, The Assist and Riscas will perform at the Ural International Music Night Festival in the city of Ekaterinburg on Friday 28 June. The festival is spread across 100 venues and attracts over 250,000 people from across Russia.

The festival appearances come under the UK-Russia Year of Music and aim to build on the existing links Birmingham and Ekaterinburg. The announcement was made in Russia at a press conference on 30th May 2019, with The British Embassy in Russia confirming the news [via Twitter](#). The programme will see the three acts perform on the main stage of the Ural Music Night Festival, as well as playing other cities within the Urals.

Helping to organise has been leading Music PR firm Hey Honey, who have collaborated with the British Embassy in Ekaterinburg. *"I am delighted to assist in sending three local acts to fly the flag for Birmingham at the festival,"* says Kez Handley, Hey Honey's Director. *"To be able to work hand-in-hand with the British Embassy on such a defining cultural programme has been a real privilege. It's very refreshing to see Birmingham-based artists play on an international stage."*

To mark this special occasion, Hey Honey are hosting a **press party** at **Muthers Studio, Birmingham, on Thursday 13 June**. The event – sponsored by established fashion brands Luke1977, Provide and Scott's, among others – will see The Assist perform live, while special guests set to attend include Richard Dewell (Her Majesty's Consul General in Ekaterinburg) and Jo Jeffries (Director of the Birmingham Music Awards), alongside dignitaries from Birmingham City Council including Symon Easton, Head of Cultural Department.

Of the upcoming events, Richard Dewell said: *“Being from Birmingham myself, I am excited to see some of our best bands getting the opportunity to represent the city at an international festival. I hope their visit will help to strengthen the links between Ekaterinburg and Birmingham.”*

The Twang, Riscas and The Assist have all achieved considerable acclaim in both the Midlands region and the rest of the UK. Formed in 2004 in Birmingham, **The Twang**’s debut album *Love It When I Feel Like This* reached the UK top three album chart in 2007, as well as resulting in a top ten hit in the soaring ballad ‘Either Way’.

Walsall four-piece **The Assist** have enjoyed support slots with Blossoms, Rat Boy, Black Honey and Happy Mondays main man Shaun Ryder, as well as festival performances at Isle of Wight, Kendal Calling and Reading & Leeds. Brummie quartet **Riscas** only formed in 2016, but have already garnered BBC Radio 1 airplay, played UK tours and have amassed over 3,000,000 Spotify streams.