

FOR IMMEDIATE RELEASE

Monday 7th April 2008



EUROSTARS ARRIVE IN KINGS CROSS

at the

THE UK EUROVISION PREVIEW PARTY 2008

In association with esctoday.com

London's Scala, 20.00, Friday 25th April 2008

www.ukeurovision.com

For the very first time in recent memory, the U.K. Eurovision Preview Party offers a unique opportunity to see some of this year's international Eurovision entrants performing in the United Kingdom prior to the competition.

The venue is London's 1,200 capacity **Scala** nightclub, fittingly located just a few steps away from London's newly opened Kings Cross St Pancras International rail hub that connects the U.K. to the European mainland.

The party is intended not only to give the thousands of U.K. Eurovision fans an opportunity to come together and celebrate the contest but also to provide U.K. media a **unique opportunity to preview, meet and interview** some of **this year's most hotly-tipped entrants**.

The U.K. Eurovision Preview Party is here to bring the joys of Eurovision back to the U.K. This will be the **biggest Eurovision event in London since** the city hosted the contest way back in **1977**.

Whilst most competing countries in the Eurovision Song Contest regularly embark on European promotional tours and welcome other entrants for promotion, the U.K. has in recent years been notably absent from these activities despite the Contest's growing popularity. This party aims to reverse this trend.

The VIP bar at the venue will be transformed into a special **Green Room** for the night. All media will have access to participating artists and will be able to enjoy the night and watch the show from the glass walled room above the crowd.

Already confirmed to perform at the event and meet interested media are:

Ani Lorak	Ukraine 2008 Eurovision Song Contest representative
Euroband	Iceland 2008 Eurovision Song Contest representative
Isis Gee	Poland 2008 Eurovision Song Contest representative
Morena	Malta 2008 Eurovision Song Contest representative
Paul Oscar	Iceland, 1997 Eurovision Song Contest representative & 2008 song writer

With MANY more acts to be confirmed.

The U.K. Eurovision Preview Party is organized in conjunction with www.esctoday.com, the largest and most visited Eurovision Song Contest website in the world.

Tickets are £10 in advance from www.ticketweb.co.uk £15 on the door.

--- Ends ---

Notes to Editors

Media representatives can request entry by emailing press@ukeurovision.com or contacting Clear Focus on 0845 225 0325.

For further information, please contact

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