

PRESS RELEASE

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ONE LOVE FESTIVAL ANNOUNCES NEW LONDON HOME

The UK's NO1 Reggae Festival 6-8th August, 2010

One Love Festival has today announced London's Hainault Forest Country Park as its exciting new home for the annual 3-day Reggae, Dub Camping event. This amazing London location, just 30 minutes from London's Oxford Circus, boasts a Zoo, amazing woodland walks, lakes and spectacular settings, making it the perfect choice to play host to the UK's Number 1 Reggae Festival.

One Love Festival was created in recognition of the 30th anniversary of one of the world's greatest ever rock gigs, Bob Marley's famous 1978 One Love concert. It is now in its third year and has gained a loyal fan base and interest from all over the world. In 2010, One Love is raising the bar yet again, introducing more international artists and further establishing the reputation already earned.

A huge increase in production will see more Diversity Spoken Word and Lectures, a Caribbean Carnival Procession, larger campsite, Fair Trade Village, food from around the world and much more. The music areas will feature some of the most influential Reggae and Dub musicians, bands and DJs from the scene, and festival-goers will be entertained from day until night, with some additional surprises along the way! Early bird tickets have now sold out, but a special payment plan has been introduced to help customers spread the cost of their ticket throughout the year, so the Festival is accessible for all.

The Festival has also kept true to its environmental roots, boasting 100% compost toilets, a target of 80% recycling, solar showers within the campsite and suitable noise management policies – including the infamous Silent Disco which will keep the partygoers entertained during the early hours.

One Love Festival is a melting pot; a multi-cultural, multi-ethical, free trade and environmentally-friendly event, buzzing with creativity, ideas and soul. Festival Organiser, Dan Wiltshire, commented: "London is a long time coming and we can't wait to hold the festival in its new setting. It's going to be a really special event – we've had some really positive feedback and there has been a huge buzz about 2010."

www.onelovefestival.co.uk

For further information, imagery or to discuss media accreditation, please contact:

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Notes to Editors:

The One Love Festival takes place every year in August and is the UK's Number 1 Reggae Camping Festival, nominated for 3 Festival Awards in 2009 (Best Small Festival, Family Festival Award and Best Toilets).

About the original One Love Concert (1978):

The One Love Peace Concert was a large concert held on April 22nd, 1978, at the National Stadium in Kingston, Jamaica. This concert was held during a political civil war in Jamaica between opposing parties; Jamaican Labour Party and the People's National Party. The concert came to its peak during Bob Marley & The Wailers' performance of "Jammin'", when Marley joined the hands of political rivals, Michael Manley (PNP) and Edward Seaga (JLP).

Bob Marley said the following as he called the two politicians onstage and held their hands above his head: "His Imperial Majesty Emperor Haile Selassie, I run lightning, leading the people of the slaves to shake hands. . . To show the people that you love them right, to show the people that you gonna unite, show the people that you're over bright, show the people that everything is all right. Watch, watch, watch, what you're doing, because. . I'm not so good at talking but I hope you understand what I'm trying to say. I'm trying to say, could we have, could we have, up here onstage here the presence of Mr. Michael Manley and Mr. Edward Seaga. I just want to shake hands and show the people that we're gonna unite . . . we're gonna unite . . . we've got to unite . . . The moon is high over my head, and I give my love instead. The moon is high over my head, and I give my love instead."