



**Coastival II – Yorkshire goes to the Seaside!**

***Media Release***

## ***Social media boosts Coastival***

*Websites help response to festival*

**Social media websites like twitter and Facebook are helping boost interest in Scarborough’s major arts event Coastival.**

Thousands of people are expected to enjoy more than 100 events during the three-day festival from 18<sup>th</sup> to 20<sup>th</sup> February.

And organisers say using social media sites is helping spread the word about the exciting line-up on offer.

Ticket sales are going well, with just a few weeks to Coastival and interest is coming from across the country and abroad.

Coastival organiser Wendy Clews said: “Interest in Coastival 2011 has been growing dramatically and it has been helped by regular updates for followers on twitter and Facebook, as well as the excellent coverage the festival is enjoying in traditional media.

“Comparing ticket sales and interest to the same point two years ago, there is a marked difference and many events are filling up quickly - which bodes well for the festival.”

She said tickets and literature was being sent all over this country and as far away as Germany and America.

“We are finding that there is a real buzz about Coastival 2011 and as we count down the days to the opening parade, it is getting really exciting.”

Social media sites have been used to update followers on plans for Coastival and also offer website links to see examples of the work of some of those taking part.

During the festival there will continue to be live tweets and Facebook updates as the three days unfold, including performance clips.

You can sign up to follow Coastival on twitter via

<http://twitter.com/#!/coastival> or join the fun on Facebook at

<http://www.facebook.com/?ref=logo#!/group.php?gid=32161078693> or

by searching for Coastival from within Facebook.

A full programme of music, theatre, comedy, dance, arts, entertainment and children’s activities will feature from 18<sup>th</sup> to 20<sup>th</sup> February. In all, more than 100 events, many of them free, will be held.

They will range from music headliners Levellers and 17Hippies to comedy from Count Arthur Strong, Shappi Khorsandi and Jon

Richardson, to jazz with Claire Martin and a vast array of other attractions, events and installations, as well as events for children in Rollercoastival. An Essential Guide is available giving full details of all the acts, events and attractions that will feature. It is on sale now for just £2 (£1 when bought with tickets online).

The Essential Guide is available from Scarborough Library, the Tourist Information Centres, Woodend Creative Industries Centre, Scarborough Arts Gallery, The Rotunda, MOJO's music café and also by contacting Coastival on 01723 384545 or via [www.coastival.com](http://www.coastival.com) or by email at [info@coastival.com](mailto:info@coastival.com)

Website visitors can also sign up to receive the latest updates on Coastival during the build-up to the festival.

In 2009 a total of more than 9,000 people attended the 96 events that were held during the first ever Coastival, bringing an estimated £175,000 boost to the local economy at a quiet time of the year.

***Ends***

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