

EMBARGOED UNTIL 00:01AM 29/09/20

HEADSTOCK WEEKENDER ANNOUNCED



BRAND NEW VIRTUAL MUSIC AND MENTAL WELLBEING FESTIVAL ANNOUNCES NOTHING BUT THIEVES, KODALINE, THE WAREHOUSE PROJECT, MORNING GLORYVILLE AND MORE

VIRTUAL EVENT WILL BROADCAST VIA UNITED WE STREAM TO CELEBRATE WORLD MENTAL HEALTH DAY AND RAISE MONEY FOR HELP MUSICIANS AND MANCHESTER MIND

Headstock is proud to announce the **Headstock Weekender** taking place via the **United We Stream** platform in aid of charity partners **Help Musicians** and **Manchester Mind**.

On the **10th and 11th October 2020**, Headstock will again be taking over the United We Stream GM platform to host a virtual music & mental wellbeing weekender to mark World Mental Health Day (Saturday 10th October). The online event will feature two days of live music, exclusive talks, and immersive wellbeing experiences. Anyone can access the event for free, with donations encouraged to raise much needed funds for Headstock's charity partners Help Musicians and Manchester Mind, as well as raising awareness for text support service Shout 85258.

The two-day virtual event replaces a previously planned week-long festival pencilled to take place across Manchester during May 2020. Unfortunately like many other live events, it had to be postponed as a result of the global pandemic.

The weekender festival will feature exclusive performances from the likes of UK chart-topping rock band **Nothing But Thieves** and acclaimed Irish rock band **Kodaline**, along-side some of Greater Manchester's most exciting bands including **Larkins**, **The Slow Readers Club**, **The Lottery Winners** and **Lucy Deakin**.

Across the weekend viewers will be treated to a whole host of content including an evening of comedy curated by **Nodding Dog Comedy**, filmed in Escape to Freight Island, Manchester's brand-new Covid safe outdoor entertainment space. Headstock has also teamed up with the UK's notorious sober rave **Morning Gloryville**, inviting viewers to rise and shine with Liam Browne's Yoga Rave before the legendary **DJ Paulette** takes over with an exclusive 2hr set. There

will also be wellbeing sessions across the weekend including Yoga Nidra with DJ and Bestival co-founder **Rob Da Bank**, a Sound Bath with Morning Gloryville, and Energising Morning Flow and Sound Healing workshops delivered by boutique gym BLOK.

Headstock Founder, Atheer Al-Salim says: *“Through the power of music and shared experiences, our goal is to create change by changing the conversation around mental health. Music has a huge role to play in our physical, mental and emotional wellbeing and that applies now, more than ever.*

Like so many live events, our plans for 2020 have had to change, but we’ve adapted to the times, and are delighted to continue our relationship with United We Stream in order to deliver this exciting event. We’ve curated a jam-packed programme across World Mental Health Day weekend that combines music, talks and wellbeing experiences, so we really hope that people are able to take what they need from this very special virtual event.”

Closing the weekend is seminal night club series **The Warehouse Project**. Known for hosting legendary nights in Manchester since the mid noughties, they will showcase a four-hour party, followed by an exclusive performance from **House Gospel Choir**, and back-to-back headline sets from Liverpool DJ & producer **Yousef** and Leeds electronic duo **Prospa**. All of this will lead into Art Battle Manchester’s epic event conclusion, which will see eight artists going head-to-head to create a masterpiece in just 30 minutes. The artwork will then be auctioned off and proceeds split between the artists and Headstock’s charity partners.

Headstock Weekender will also feature **exclusive talks and interviews** with the likes of former World Champion boxer **Ricky Hatton MBE**, who has spoken openly about his mental health, DJ and founder of Happy Days for Everyone **Brandon Block**, **BBC Radio 1’s Dr Radha** along with wellbeing sessions from the likes of epidemiologist and author Professor Tim Spector and life coach Josh Connolly.

The event will focus on the positive impact that both music & movement can have when it comes to managing and maintaining good mental health. Viewers are encouraged to take part in the wellness sessions, gain advice from the talks and dance their socks off to the exclusive performances.

United We Stream executive producer, Sacha Lord comments: *“In my role as Night Time Economy Adviser for Greater Manchester, I am fully aware that my sector is more prone to Mental Health, than the majority of other sectors. With new measures in place, many venues still closed, there is an underlying amount of fear and anxiety for the future, not just amongst operators, but amongst employees too. The next few months see us venture into the unknown and this reiterates the importance of Headstock. We need to be talking, we need to be looking out for each other. Music brings us together and I’m delighted that United We Stream could again help out Headstock as a platform.”*

Headstock launched in October 2019 as a direct response to the disproportionate level of mental health issues across Greater Manchester and the North West and is founded upon a belief in the power of music to positively impact our emotional and mental wellbeing. Focusing on prevention rather than cure, Headstock aims to empower people to take stock of their own mental health.

Previous events include the hugely successful Moving Through the Silence: Celebrating the Life & Legacy of Joy Division's Ian Curtis virtual event which included streamed conversation and performances from the likes of New Order, Elbow and The Killers' Brandon Flowers and attracted hundreds of thousands of viewers.

Joe Hastings, Head of Music Minds Matters at Help Musicians says: *"We are so pleased to be a charity partner of Headstock in this extraordinary year; a year in which the support offered by Help Musicians has been needed more than ever. The pandemic continues to have a devastating effect on the landscape for musicians, and as tens of thousands of performers still unable to earn a living, the effects of this hardship on their mental health pose great concern. As a charity, we have expanded our financial hardship, creative development and mental health support to make sure that we reach as many musicians as possible. With the need set to continue for many months ahead, we're delighted to be part of Headstock again and guarantee that every penny donated this weekend will go directly to supporting musicians in desperate need."*

Viewers can tune in to the event for free on United We Stream [HERE](#). 'Festivalgoers' are encouraged to buy a virtual ticket for the event or donate an amount they can afford [HERE](#). Alternatively viewers can donate £5 by texting HEADSTOCKLIVE to 70085. All proceeds from the event will go to Headstock's charity partners Help Musicians and Manchester Mind. Donations will help support vital emotional and practical services for young people and musicians.

Elizabeth Simpson, CEO, Manchester Mind says: *"We are proud to partner with Headstock for World Mental Health Day 2020. The coronavirus has brought with it a global mental health pandemic, which has especially affected young people. Here at Manchester Mind we focus on early intervention, as getting the right help at the right time is vital. We support 15-25 year olds through a range of emotional and practical services, which continue to evolve to meet current needs. Donations raised through Headstock will help fund our services for young people, and we are truly grateful for the lasting difference this will make."*

For full line up, line up additions and more information visit the Headstock Justgiving page [HERE](#)



FULL LINE UP – MORE TO BE ADDED

SATURDAY 10TH OCTOBER 2020

BLOK: Energising Moring Flow – Breath & Move

LIIMO

ARTISTS TBA

TALK: PROFESSOR TIM SPECTOR

LUCY DEAKIN

THE SLOW READERS CLUB

THE LOTTERY WINNERS

TALK: DR RADHA x JOSH CONNOLLY

KODALINE

LARKINS

NOTHING BUT THIEVES

EXCLUSIVE INTERVIEW: RICKY HATTON

BLOK: BLOKsound with Koral

NODDING DOG COMEDY - At Escape to Freight Island - Brennan Reece / Freddy Quinne / Lindsey Davies / Bexie Archer / Phil Chapman / Matt Stellingwerf / Mike Newall / Vince Atta / Hayley Ellis / Isma Almas

SUNDAY 11TH OCTOBER 2020

MORNING GLORYVILLE - DJ Paulette - Yoga Rave with Liam Browne (music by Rae Marie)

SOUND BATH - with Morning Gloryville

EXCLUSIVE INTERVIEW: BRANDON BLOCK

THE WAREHOUSE PROJECT

HOUSE GOSPEL CHOIR

HEADLINE DJ SETS – YOUSEF / PROSPA

ART BATTLE MANCHESTER

Press enquiries please contact:

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Notes to Editors

- Headstock Weekender is free and streamed via United We Stream, donations are encouraged
- Money raised for Manchester Mind will support the Children & Young People (CYP) service - www.manchestermind.org/cyp
- Money raised for Help Musicians will contribute to the Help Musicians' Coronavirus Financial Hardship Fund as well as creative development and mental health support - <https://www.helpmusicians.org.uk/news/latest-news/applications-now-open-for-phase-2-of-help-musicians-financia>
- Performances, talks and activities will be a mixture of live and pre-recorded. All take place in artist's homes, gardens or from selected host venues. All will adhere to Government advice around isolating, distancing and infection control
- Saturday 10th kicks off at 11:30am and Sunday 11th at 09:30am

ABOUT HEADSTOCK

Headstock is a **music and mental wellbeing festival**, established in Manchester to create change by changing the conversation around mental health. We focus on prevention rather than cure – with the view to empowering people to take stock of their mental health and get ahead of potential problems. Through music and shared experiences, Headstock connects people to ideas and initiatives that help them take control – so that they can spot the warning signs and head off potential problems before they occur.

October's Headstock Weekender will be the festival's third event on Greater Manchester's United We Stream platform since May 2020. The virtual weekender follows on from an event on 18 May to celebrate the life and legacy of Joy Division's Ian Curtis, featuring the likes of New Order, Brandon Flowers, Elbow and Kodaline. In August Headstock teamed up with United We Stream again, as well as OneSpace and Hits Radio, to put on the Lockdown Prom, a virtual event to reward 15-18 year school and college students at the end of a really tough academic year as a result of the global pandemic.

ABOUT UNITED WE STREAM

The **United We Stream GM** music and culture broadcasting platform raised a staggering £477,000 for regional charities, good causes, local cultural organisations and operators in the Greater Manchester night time economy. The platform was created in swift response to the UK shutdown due to the Coronavirus crisis, and produced by the Greater Manchester Combined Authority culture team and Night-Time Economy Adviser Sacha Lord. During the project's 12-week run, the 22-strong team created 207 hours of live broadcasting in the most challenging and restrictive of circumstances, with 365 contributors, over 35 different productions. www.unitedwestream.co.uk

Twitter @streamgm / Facebook @unitedwestreamgm / Instagram @unitedwestreamgm

ABOUT MANCHESTER MIND

Last year marked thirty years of Manchester Mind, originally founded as Hulme Action Research Project (HARP) in September 1989. HARP affiliated with the national mental health charity Mind to become Manchester Mind in 2011. As with all members of the network, Manchester Mind is an independent, local mental health charity which supports over 6,500 young people and adults each year. We continue to provide help and advice throughout the current crisis.

ABOUT HELP MUSICIANS

Help Musicians is an independent charity with an extraordinary history. For nearly 100 years, it has provided a broad spectrum of help, support and opportunities to empower musicians aged 18+, at any stage of their career or retirement, from times of great need to times of opportunity, providing a lifetime of support when it is needed most. The charity is uniquely placed to take a personalised approach with each individual supported through its integrated programme that offers emerging and established professional musician's assistance across health and wellbeing, business skills and creative development. Help Musicians aims to make a meaningful difference to the lives of professional musicians and is passionate about creating a world where musicians thrive.