



‘VINYL’ hits cinemas on 15th March 2013

Starring Phil Daniels, Keith Allen, Perry Benson and Jamie Blackley

Leicester Square Premier 12th March 2013

PHIL DANIELS AND KEITH ALLEN TO STAR IN NEW FILM BASED ON THE ALARM’S MUSIC INDUSTRY SCAM

Released in cinemas across the UK from 15th March, Phil Daniels and Keith Allen star in ‘Vinyl’, a new film inspired by the true story of The Alarm, who in 2004 fooled the music industry to have their first hit in over a decade.

Starring much-loved British icons **Phil Daniels** (Quadrophenia) and **Keith Allen** (Trainspotting), with **Perry Benson** (This Is England) and charismatic newcomer **Jamie Blackley** (London Boulevard), ‘Vinyl’ is loosely based on Welsh punk-rock band The Alarm’s 2004 scam, when the punk-rockers scored their first hit in over a decade by releasing their single ‘45 RPM’ under the cover of a fictitious teenage group called The Poppy Fields.

Written and directed by Sara Sugarman (Confessions of A Teenage Drama Queen), and produced by John H. Williams (Shrek) and Preston Clay Reed, ‘Vinyl’ echoes The Alarm’s story, when they correctly assumed the media would ignore the single if they knew who was behind it. Setting out to prove that ageism was alive and well with the British music industry, The Poppy Fields’ *debut single release* subsequently gained significant airplay and charted in the UK Top 30. With the industry successfully duped, Mike Peters revealed the scam live on-air during Radio 1’s chart countdown, causing an international news sensation that grabbed headlines across the world. The band then edited the singles video, which had until then only featured The Poppy Fields, to also include The Alarm (Click here to watch the 45 RPM video: <http://youtu.be/xMnbHbmMD6k>).

In the film, after a booze-fuelled reunion jam session, Johnny Jones (Phil Daniels) and his old band-mates from the once-famous ‘The Weapons of Happiness’ come up with a gem of a pop-punk single. The problem is that no one is interested in re-signing a bunch of ageing rock stars. But Johnny's not one to quit easily and, along with his band-mates, assemble a talentless bunch of teenagers to be the face of their new single and set about hoodwinking top record labels, radio DJs and the entire rock music world by releasing a single under a fictitious teenage band’s name. Holed-up in a house in North Wales, The Weapons of Happiness then teach these young upstarts how to talk the talk and walk the walk, before unleashing them and their single upon the nation.

The film’s soundtrack album, released on **11th March**, features a collection of new songs by **The Alarm**, such as the movie's thematic anthem 'Free Rock And Roll' (which features **Phil Daniels** sharing lead vocals with **The Alarm’s Mike Peters**. Click here to see the video: <http://youtu.be/ginqS1x88Sg>) and a clutch of vibrant sub-three minute power-pop-punk songs.

To coincide with both the film and the soundtrack's release, The Alarm will be touring the UK from 28th February and, in conjunction with ReverbNation, are giving independent and un-signed artists the chance to open for The Alarm. Mike Peters explains what you need to do here: <http://www.reverbnation.com/thealarm>

Apart from playing on the tour, one of the chosen artists/bands will have the chance to play at the official premiere screening of 'Vinyl' on 12th March at the Empire Cinema, Leicester Square, London.

Mike Peters says, *"On August 18th 1979, I travelled to London to see Phil Daniels star in 'Quadrophenia' at a cinema on Oxford Street, and then took the tube to Wembley to see The Who perform the soundtrack live. 'Vinyl' provides The Alarm and film fans with a similar opportunity to see the movie and then hear the soundtrack at the same time. It's going to be an amazing, one-off experience that will hopefully unite fans of cinema and rock 'n' roll in a unique way."*

The Alarm's 'Vinyl' tour dates are as follows:

Feb 28TH – **BOURNEMOUTH O2 Academy**
Mar 01ST – **CARDIFF University**
Mar 02ND – **LIVERPOOL O2 Academy**
Mar 03RD – **SHEFFIELD ABC**
Mar 06TH – **LEEDS O2 Academy**
Mar 07TH – **OXFORD O2 Academy**
Mar 08TH – **LEICESTER O2 Academy**
Mar 09TH – **GLASGOW Oran Mor Theatre**
Mar 13TH – **BRISTOL O2 Academy**
Mar 14TH – **BIRMINGHAM O2 Academy**
Mar 15TH – **LONDON ISLINGTON O2 Academy**
Mar 16TH – **MANCHESTER Academy**

www.thealarm.com
www.vinyl-themovie.com

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Mike Peters and Phil Daniels will be available for interview. For further information please contact:

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Notes to editors:

- The single '**Free Rock And Roll**' will be released on **18th March**. **Phil Daniels** and **Mike Peters** are confirmed to appear on **BBC Breakfast, This Morning** and **Loose Woman** in the run-up to the film's launch date.
- 'Vinyl' has already won several awards, including:

Best Production Design/ Oaxaca Film Festival
Best Soundtrack/ Oaxaca Film Festival
Best Feature Ensemble/ Los Angeles Indie Film Festival

Best Feature '10 Degrees Hotter'/ Valley Film Festival North Hollywood
Best Screenplay Feature Film/ Los Angeles Indie Film Festival
Audience Award at Rhode Island film festival
Audience Award at Tuscon film festival

- Press quotes:

VARIETY FILM REVIEW - "*VINYL is a genial underdog's revenge comedy about some old punkers who fool the industry that's forgotten them into promoting their new single ...lovely and likable....[the cast] is colourful and energetic*".

THE INDEPENDENT UK - "*A feel-good comedy about washed-up punk-rockers starring Keith Allen and Phil Daniels might not sound promising, but take our word for it: 21-year-old Jamie Blackley is not the only great thing about Sara Sugarman's Vinyl.*"

THE TIMES UK - "*Tales of rock's rebellion give way to sweet nostalgia on the big screen*".

- The Alarm's lead singer Mike Peters (who also performs vocal duties with Scottish rockers Big Country), is a two times cancer survivor and founder of the world's leading rock and roll cancer foundation Love Hope Strength. www.lovehopestrength.org