

A star-studded 2 night concert celebration of The 50th birthday of The Beatles' White Album announced as finale of Liverpool's Pier Head Village

All profits from the shows to Nordoff Robbins Music Therapy and The Teenage Cancer Trust

Organisers of this year's Liverpool Pier Head Village have announced the jewel in the crown of this year's live music programme – 2 nights of a unique concert celebrating the Beatles' most eclectic – and for many fans their finest – album "The Beatles".

Better known as "The White Album", the 30 song collection will be performed by some of the world's greatest musicians and artists, backed by a world class session band and will include a finale of 15 Beatles' favourites chosen by all those artists taking part and delivered by the band accompanied by the Prague International Orchestra. Specially commissioned local artists working with industry leaders Crucial FX will deliver spectacular projections onto the Liver Building forming an integral part of the concert.

2 of the music industry's favourite charities, Nordoff Robbins Music Therapy and The Teenage Cancer Trust are the beneficiaries of all profits; both charities are working on developing their presence in Liverpool and the list of artists already confirmed includes Genesis and Mike and Mechanics star Mike Rutherford and Sir Tom Jones, both huge White Album fans, alongside a Liverpool contingent including China Crisis, Space, Thomas Lang, Miles Kane and 4 time European Jazz vocalist of the year, Connie Lush.

Roger McGough will be following on from his unique presentation of the 50th Anniversary of the Sgt Pepper album arena shows with a new set of memories and readings commemorating the White Album while legendary Liverpool dj Janice Long and BBC 6 Music/Radio Merseyside's Dave Monks will also be presenting on both days.

Commenting on the concerts, Mike Rutherford said: "The White Album has never been performed as a live piece like this before, and with the world class musicians and guest vocalists we have gathered together we plan to deliver an incredible musical and visual experience for all Beatle fans to savour. Both Nordoff Robbins and Teenage Cancer Trust deliver life-changing work every day and these concerts are a fitting tribute to their amazing results.

Roger Daltrey, patron of Teenage Cancer Trust said: "We are delighted to be involved in such a special concert as this and it will give us a chance to show the people of Liverpool what the Trust is all about. The White Album is such an amazing record and it's a brilliant way to celebrate it at 50 years old".

Jane Ashton, Head of Music from Teenage Cancer Trust said: "As an organisation that relies 100 per cent on voluntary donations we are so grateful to be benefitting from this show. For every young person we reach there is another one we can't. This support will help us continue providing young people with the specialised nursing and emotional support they desperately need."

Julie Whelan, CEO of Nordoff Robbins, said: "We are so delighted to be part of this amazing event celebrating 50 years of the White Album along with our friends at Teenage Cancer Trust. This invaluable support from the Pier Head Village team will help raise the all-important funds to allow us to continue changing lives through music in the North West."

With further special guests being announced week by week, "The White Album at 50" will take place in a purpose built outdoor arena on the North side of the Pier Head to a nightly capacity of 10,000 people. Sky Arts are broadcasting the show with a worldwide audience expected to be in the many millions.

The team behind the concerts last delivered a charity concert on this scale in the city's Capital of Culture back in 2008, with their concert "The Number One Project live" which was the first ever gig at the brand new Echo Arena playing to a sellout 10,600 people. Musical director Gary Wallis (Pink Floyd/Jean Michel Jarre) directed that show and returns to direct the White Album at 50 having assembled a team of world-class players to form the backing band for the shows. To complete an extraordinary musical lineup, world class Czech conductor Varhan brings his Prague International Orchestra to Liverpool to deliver the show finale – an hour of every artist's favourite Beatles song performed with full band, orchestra and the Sense of Sound choir.

The shows go on sale on Friday June 8th exclusively from www.thewhitealbumat50.com via partners Webticketmanager who have an initial 48 hour exclusivity on sales with Ticketquarter. Early bird tickets are priced at £45 with general sale tickets at £55 available after June 27th. Gold Circle tickets are £160 and include a full 3 course dinner in the Venue at the Liver Building plus the chance to meet all the stars of the show with guaranteed priority viewing of the show.

Martin O'Shea, managing director of Pier Head Village said "The White Album was the first Beatles record I ever owned and I literally wore it out. I'm honoured to be able to work with Mike, Gary, Sir Tom and all the artists involved with those amazing songs, and to be able to raise funds and awareness of two incredible charities".

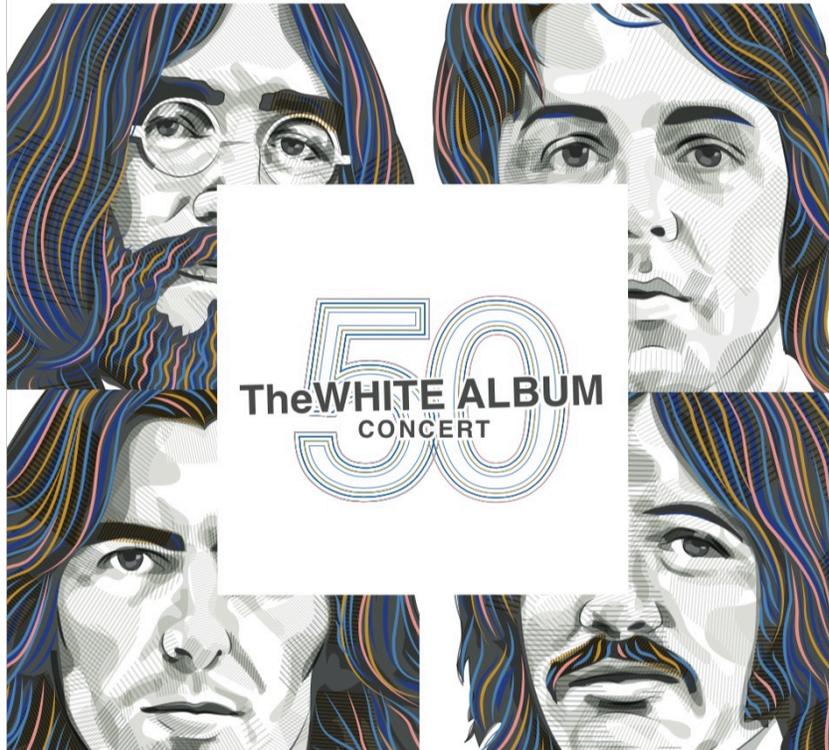
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