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CHART-TOPPING MALE VOICE CHOIR TO APPEAR AT PAVILIONS BIRMINGHAM

The million-selling **Fron Male Voice Choir**, currently No 1 in the classical album charts will be giving a free public performance for charity in Birmingham's Pavilions Shopping Centre, 38 High Street, this **Saturday , 6th December 2008**.

The 60 strong choir and self-declared 'oldest boy band in the charts' will perform songs from their debut DVD 'Voices of the Valley Live' between 1-3pm and are expected to raise the atrium roof at Pavilions as part of the 'Sing For Your Heart' campaign organised by Heart Research UK.

The choir, full name Froncysyllte, from the Vale of Llangollen in North East Wales is now in its 61st year and is enjoying huge success not just in the classical album charts but also in the general album charts with their latest CD, Voice of the Valley: Home. The choir follow this success with their first DVD 'Voices of the Valley Live' which features concert performances of 23 songs including renditions of much loved songs such as 'You Raise Me Up, Unchained Melody', 'You'll Never Walk Alone' and 'Can't Help Falling In Love'. They will donate 5% from all sales of their DVD on the day to the 'Sing For Your Heart' campaign.

Claire Johnson, Marketing Manager at Pavilions said: 'Sing for your Heart' organised by Heart Research UK is a tremendous seasonal campaign that encourages people to get together and have fun as well as helping to raise money for a worthwhile cause. We're delighted that the Fron Male Voice Choir have agreed to perform for the charity at Pavilions as part of Sing For Your Heart and hope that people in Birmingham will turn out in force to support them".

The Fron Male Voice Choir's charity fund-raiser for Heart Research UK on Saturday 6th December is the highlight of a series of free musical events at Pavilions over the next couple of weeks as part of the shopping centre's Christmas festivities.

Tomorrow, **Wednesday, 4th December**, a **jazz trio** will be entertaining shoppers between 11am – 2pm followed by acappella group Harmon8 on **Thursday 5th** also between 11am – 2.00pm. The eight performers are all students at **Birmingham Conservatoire** and come from all over the UK and Sweden.

Next Thursday, **11th December** sees the return of the successful **Children's Choir Competition** held at Pavilions last year, with three local primary schools vying for the top cash prize of £300. Last year's winners, Woodhouse Primary from Quinton will be performing alongside St George's C of E Primary School in Newtown and Ferndale School in Great Barr. The competition begins at 11.45am with Ferndale School and the prize giving will be at 2pm.

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Notes To Editors

Sing for your heart

'Sing For Your Heart' is a national fundraising event organised by Heart Research UK, the charity that funds pioneering research into heart disease, the biggest killer of both men and women in the UK. Sing For Your Heart is about getting ready for Christmas, it gives people an annual excuse to get in the Christmas mood by joining with friends, family and colleagues for a festive singsong. For more info visit www.heartresearch.org.uk

For further information on Pavilions visit www.pavilionsshopping.com

All Stores at Pavilions: **Newsflow** 0121 643 1222; **Kodak Express** 0121 632 5656; **Travel West Midlands** 0121 254 4800; **Julian Graves** 0121 643 9291; **Evans** 0121 631 4755; **Laura Ashley** 0121 665 6874; **The Pier** 0121 643 8441; **DestinationSkin (formerly White Light Therapy)** 0121 270 9320; **Past Times** 0121 633 8867; **La Senza** 0121 643 2228; **LK Bennett** 0121 643 7457; **Ann Harvey** 0121 643 3250; **Monsoon** 0121 643 0019; **Zavvi** 0121 643 4189; **HMV** 0121 643 2177; **Thorntons** 0121 643 9703; **3G** 0121 665 6896; **Moss Bros** 0121 643 3114; **Azendi** 0121 633 7913; **Marks & Spencer** 0121 643 4511; **Wolsey** 0121 631 1111; **Waterstone's** 0121 633 4353; **Evans** 0121 631 4755; **Bratz** 0121 643 1302; **Hobbs** 0121 643 6316.

Food Loft outlets include: **Café Napoli** (Italian), **Stir Crazy** (Chinese), **The Ranch House** (American and Tex Mex), **Harpers** (traditional British fare), **Natural Choice** (vegetarian), **Fat Jackets** (jacket potatoes) and **Druckers** (coffee, tea, pastries and sandwiches). **The Unis Internet Lounge** is adjacent to the Food Court and the **Coffee Lounge** is situated on the ground floor at High Street level. **Subway** (sandwiches) is located at the Moor Street entrance, lower ground level.