



**THE
INVISIBLE
FESTIVAL**

What, why, where, when, how and who?



WHAT?

What is the Invisible Festival?

The Invisible Festival is an online virtual music festival, hosted by you but soundtracked by us. It's the world's only 100% mud free, crowd-free, rain-free, tout-free, queue-free, free-free virtual festival.

What do I need to do?

It's really simple. Just organise or attend an Invisible Festival at your house with some friends and enjoy the weekend!





HOW?

How can I take part in the Invisible Festival?

Just download Spotify (<http://www.spotify.com>) and clear the weekend of the 8th and 9th of August. Throughout the weekend, you will be able to access playlists compiled by some well-known and some lesser-known artists who are eager to share their musical tastes with you. Each playlist will be available for the day before it disappears forever!

How will you be raising money for Cancer Research UK?

If you think we've worked hard enough to entertain you, you might like to make a donation to Cancer Research UK via their JustGiving page. A little or a lot – it all helps.



100%

TOUT-FREE

MUD-FREE

FREE-FREE

WHERE?

Where is the Invisible Festival taking place?

Your house! If you're not organising an Invisible Festival yourself, perhaps convince a friend to stage one.

You bring the party, we'll bring the music!

WHEN?

When is the Invisible Festival taking place?

The Invisible Festival will take place over the weekend of the 8th and 9th August 2009.

Check the website nearer the date for times.



hone
Natalie!

WHY?

Why have you chosen Cancer Research UK as your charity?

Apart from one of us working for them, all of us have had our lives touched in some way by cancer.

We are happy to help promote a charity which is constantly searching for new ways to reduce the number of deaths from cancer. Around 300,000 people are diagnosed with cancer in the UK every year. Every two minutes someone is told they have the disease, and every year more than 150,000 people die from the disease.

Cancer remains people's greatest health fear. It is difficult to overstate the scale of the cancer problem and the impact it has on the lives of hundreds of thousands of people every year.





WHO?

Who are you?

We are Matt, Mark and Paul: a group of friends in South London who spent far too much of their youth creating mixtapes for friends. Having spotted the potential for Spotify to bring people together and share their music, we decided to open it out to as many people as possible and try to raise money for Cancer Research UK.

WHO?

Are you employees of Spotify and/ or Cancer Research UK?

None of us work for or with Spotify – we are using their technology to power the Invisible Festival and they have rather wonderfully agreed to give us free advertising.

Matt works for Cancer Research UK as a shop manager which influenced the initial decision to include them as our nominated charity, but we are receiving no money from them for staging the Invisible Festival.

