



PRESS RELEASE

23 February 2010

JOE BONAMASSA INTERVIEWED ON 10RADIO

Two presenters from Somerset's community radio station '10Radio' are celebrating a major coup this week, having secured an interview with one of the world's foremost blues/rock artists.

Joe Bonamassa, who was Classic Rock Magazine's "Breakthrough Artist of the Year 2009", was in London to promote his new album, Black Rock. Based at the Hilton Hotel in London he had a packed schedule of interviews with Radio 2, Classic Rock Magazine and Planet Rock. But having spoken to 10Radio's Matt Barrow and Rob Bancroft last year, he specifically asked to see them again because, as his publicist put it, "Joe loves what you guys are doing".

Matt and Rob are presenters of 10Radio's Varmint Show. "This isn't the first time we've spoken to Joe" said Rob. "But since we saw him before his career has really taken off so we never thought we'd get a chance to talk to him again. To get the invite and then see "Matt and Rob, 10Radio" in the middle of the interview schedule made us realise that we were in amongst the big boys. It was fantastic!"

"Joe was on fine form" adds Matt, "talking about his new album which is released in March, as well as the last year in general, home improvements, love, curry, the state of the British Blues scene... and hoovering!"

The interview, which will be broadcast on 10Radio on Friday 26 February at 10pm, will confirm 10Radio's reputation for high quality and innovative radio. 10Radio broadcasts from its studios in Wiveliscombe, Somerset where Julian Mellor, Chair and Station Manager, said "Rob and Matt have achieved something magnificent here. We knew they were good, but for an international star to specifically ask to be interviewed by them really pushes them and our community radio station to new heights".

NOTES FOR EDITORS

1. The interview – together with advance tracks off the new album "Black Rock", will be aired on Friday 26 February at 10pm on 10radio on 105.3FM or www.10radio.org.

Registered Office: 10Radio CIC, West Street, Wiveliscombe, Somerset, TA4 2JP.

Registered in England and Wales: 6004254

Tel: 01984 624137 Email: info@10radio.org Web: www.10radio.org

2. Widely regarded as one of the finest players of his generation and arguably one of the most popular of recent years, Joe Bonamassa has recently been attracting rave reviews for both his studio and live work as well as a number of hugely prestigious awards - including Classic Rock Magazine's "Breakthrough Artist of the Year" 2009, Planet Rock's "Guitar God of the Year" 2008 and 2009 and "Album of the Year" 2009. In addition to these, he has been No: 1 Artist on the Billboard Blues Charts in the US for the last 6 years on the trot. Originally spotted by B B King, who asked him to support him as a then 12 year old, Bonamassa celebrated his 20th year in the industry with a sell-out gig at the Royal Albert Hall which was subsequently released to become one of the highest selling music DVDs of last year.

3. Joe Bonamassa's Black Rock is released on Provogue Records on the 22nd March 2010 – for more info, go to <http://www.provoguerecords.com>

4. For more info, go to www.varmintshow.net or email info@varmintshow.net

5. Contact numbers:

Rob Bancroft 01984 629 126

Matt Barrow 01984 629 011

Julian Mellor 01984 623 104