

THE ENGLISH RIVIERA

South Devon's Beautiful Bay



ENGLISH RIVIERA TOURISM COMPANY PRESS RELEASE: May 2011

The English Riviera is back on top...of the pops!

Leading UK band Metronomy – the band behind one of the fastest ever entries into the charts with their album 'The English Riviera' – have fittingly chosen the South Devon resort of Torquay as the backdrop for their new video. The group's next single 'The Bay', due to be released later this month, will be captured on film in and around the stunning coastline of the album's eponymous English Riviera, where band front man Joe Mount grew up.

Metronomy have already had hits with the classic singles 'She Wants' and 'The Look', with rave reviews in the national and music press, and are performing at Reading and Leeds this year, and on the Pyramid Stage at Glastonbury. For many music fans, "the summer has found its soundtrack".

The management behind the band have been building a close working relationship with the English Riviera Tourism Company ever since the release of 'The English Riviera' album, and with the ERTC's support will commence filming of the video on 19th May. Torbay Council and other partners, including the Imperial and Grand Hotels, Torquay and Greenway Ferry and Pleasure Cruises, have rallied together and have been pivotal in bringing the video to life.

These recent musical developments have left the English Riviera Tourism Company confident of attracting a whole new demographic of visitors to the area – the so-called 'Generation Y'. Chief Executive Officer of the ERTC, Carolyn Custerson, says, "Metronomy are hitting all of the right notes as far as the resort is concerned. Their electro-funk style of music appeals to the 18-24 age group, and the new album and video will provide us with the opportunity to challenge the traditional perceptions of the area and show that it is, once again, a trendy place to be."

Metronomy are not only popular in the UK: they maintain similar positions in the European, USA and Japanese music charts – and are helping to spread the message of the English Riviera worldwide.

For further details, visit the English Riviera website [here](#).

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EDITOR'S NOTES:

Artist: Metronomy www.metronomy.co.uk

Title: *'The English Riviera'*

Label: **Because Music**

Released: April 11th 2011

Format: **CD, digital download and Ltd gatefold vinyl**

Tracks: *The English Riviera / We Broke Free / She Wants / Everything Goes My Way / The Look / She Wants / Trouble / The Bay / Loving Arm / Corinne / Some Written / Love Underlined*