

PRESS RELEASE

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#RolandStPancras

ROCK AND ROLAND: BILL BAILEY LAUNCHES ST PANCRAS' FIRST DIGITAL PIANO

4 July 2016: Comedian Bill Baily surprised commuters in St Pancras International this morning with an impromptu performance on the station's newly installed digital piano, the Roland LX-7.

Lining the Grand Arcade and filling their stunning surroundings with uplifting melodies, St Pancras' three street pianos are a hugely popular part of the station with hundreds of visitors sharing personal performances on them over the years. The latest arrival follows on from last years' summer of free piano lessons, which gave beginners the chance to learn a new skill during their visit and also raised funds for access-to-music charity, Youth Music.

Whilst famous faces including Elton John, Laura Mvula and now Bill Bailey, have delighted fans with their own spontaneous showcases, members of the public and organisations have continued to generously donate pianos to the station in the hope of inspiring the stars of tomorrow.

The partnership between Roland UK and St Pancras will continue to spread the joy of music by giving the public free access to play on state of the art equipment. To celebrate, people will be encouraged to film and share their entertaining performances on the Roland LX-7 with one lucky winner receiving a brand new LX-7 of their own. The winning entrant will be decided not just on musical skill, but on their ability to deliver the most entertaining performance.

How to enter*:

1. Pop down to St Pancras International between 4th-22nd July 2016 and find the newly installed Roland LX7 digital piano (opposite MAC in the station)
2. Film your most entertaining performance on it (you might need a friend or passer-by to help you with this part!)
3. Share your video at www.roland.co.uk/stpancraspiano to be in with a chance of winning!

Wendy Spinks, Commercial Director at HS1 Ltd. (owners of St Pancras International) said: "St Pancras has become known as destination for grassroots music

thanks to the much-loved street pianos which entertain and inspire those that pass by. Iconic performances from Sir Elton John, Laura Mvula and now Bill Bailey have played their part in cementing their role at the heart of the station, however, we see fantastic displays of musical skill every day and wanted the opportunity share that with the wider public.

“We’re delighted to partner with Roland UK to do this and hope that together the pianos will continue to inspire visitors for many years to come.”

David Vazquez, Managing Director at Roland UK said: As a world leader in digital musical instruments and design, Roland are proud to work with some of the best artists and musicians in the industry. We’ve long admired the public pianos in St Pancras and are delighted to be able to provide commuters with the opportunity to experience one of our premium range of digital pianos this summer. We wish all of the competition entrants the best of luck!”

One lucky entrant will win a brand new Roland LX-7 and stool. Roland’s latest piano is an elegant, sophisticated home piano with truly beautiful sound. Powered by the latest version of Roland’s acclaimed SuperNATURAL Piano Modeling technology, the LX-7 can connect via Bluetooth® technology to smart devices so you can hear your music-making apps or online piano lessons.

***The competition runs from 4-29th July 2016. One winner will be selected by Roland UK. Full terms and conditions can be found at www.roland.co.uk/stpancraspiano**

- Ends -

For further information and images please contact the Blue Rubicon team on 020 7260 2770 or email stpancras@thisisurname.com

About St Pancras International Station

Designed by William Barlow, St Pancras International originally opened in 1868 and for its time was an engineering marvel - it was the largest enclosed space in the world and provided the grandest entrance into London. The station has become a destination in its own right, boasting more shops than any other railway station, its own fresh produce market, the longest Champagne Bar in Europe and a Gastro Pub. This year will see St Pancras International’s retail offering develop with a number of significant new store openings including products in technology, fashion and food & beverage.

St Pancras International launched the StP London app in January 2015, providing users with exclusive retail offers, travel updates and historical information as well as details on in-station events. The app can be downloaded via iTunes or the Google Play Store.

About Roland UK

Roland is a world leader in the design, manufacture, and distribution of electronic musical instruments, professional audio equipment, multimedia products, and music accessories. Roland UK Ltd is the UK arm of the company, and is based in Swansea.