From Sausages To Soundwaves

Wednesday 13 August, 2014

One of South Tyneside's longest running businesses is turning its attention from sausages to sound, in support of some of music's biggest stars.

Dicksons family pork butchers, which has been supplying its own recipe meat products across the North East since 1953, has signed up to sponsor SoundWaves 2014 at Bents Park, South Shields.

The open air gig, on Saturday August 23, is being organised by South Tyneside Council, with performances by Scottish supergroup Texas, girlband All Saints, chart-topper Gabrielle and South Tyneside soul singer Lulu James.

Dicksons, which has 22 stores across the North East, including 10 in South Tyneside, is also offering an added incentive for concert goers stocking up on their meats, savouries and sausages ahead of the big gig.

Anyone who visits Dicksons between now and the end of August will receive 10 per cent off any orders over £5 on presentation of their SoundWaves 2014 tickets.

Elena Dickson, Marketing Manager at Dicksons, said: “SoundWaves is an amazing event for South Tyneside and one we're delighted to support not only with sponsorship but with our special discount offer for all ticket holders.”

SoundWaves 2014 forms part of a wider programme of live music and family events running throughout South Tyneside this summer.

Other highlights include the annual South Tyneside Summer Festival, which offers free entertainment and live music until the end of August.

Cllr Alan Kerr, Deputy Leader of South Tyneside Council, which organises both events, said: “Dicksons is one of South Tyneside's longest standing businesses and we're absolutely delighted to have the company's support for SoundWaves 2014.”

Tickets for Sound Waves 2014, which is also being supported by Port of Tyne and Colmans, are available now from The Customs House on 0191 4541234 orwww.customshouse.co.uk, The Stadium of Light Box office on 0871 911 1973 or ticket.office@safc.com, Ticketmaster on 0844 8440444 orwww.ticketmaster.co.uk and the Visitor Information Centre at Haven Point, South Shields.

Tickets, which are currently available at two for one, are priced at £30 for adults and £20 for ages five to 16.

For more information and full terms and conditions, visitwww.visitsouthtyneside.co.uk, search southtynesidevents on Facebook or follow @soundwavesst on Twitter.

You can also find out more about the full programme of events running in South Tyneside this summer, including live music and twice-weekly children's parties during August by visiting www.southtyneside.info/summerfestival or by following STynesideEvents on Twitter.

For more details about Dicksons visit www.midickson.com

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