

Help For Heroes Official Christmas Single Release by London band The Beaucrees

Monday 7 November, 2016

Following in the footsteps of The Military Wives' "Wherever You Are", and The NHS Choir's "A Bridge Over You", comes the brilliant single from The Beaucrees – "The Game". A charity single in support of 'Help For Heroes', it's a beautiful and haunting reflection on the reality of war seen from the view of the soldier – "War is not a game".

The Beaucrees formed in 1965, in Walthamstow, London, and although they never officially released a record (until now!) they played over 2,000 gigs with stars such as Morecambe and Wise, Lulu, The Hollies, The Fortunes, Faith Brown, The Kinks, The Barron Knights, The Swinging Blue Jeans and many others. They played at famous venues including The Marquee, The Hilton and the 100 Club and although they nearly made it, a failed audition at Opportunity Knocks and the onset of Disco caused the band to call it a day – but the dream still lingered on...

In 2013 they reformed after founder member and singer Dave Frances got the all clear from a prostrate cancer diagnosis, with a sell out reunion gig at the famous music venue "The Barn". Since then have continued gigging - many as a five piece as Dave could not continue.

"The Game" started life in 2005 when Michael Kain wrote a "lost love" song with the theme being 'love is a game'. After watching the recent terrorist attacks on Paris & Brussels, he was so outraged that decided to do something and revisited the lyrics for "The Game" changing it into a peace song. After that, the band recorded it with engineer David Doll who suggested that they should release it as a Charity record.

The band agreed and they contacted their professional Film Director friend to see if he'd film a promo for them. He was initially reticent ("I don't do pop videos any more but let me hear it.") but once he heard the track he instantly agreed.

The final piece of the jigsaw was contacting Help for Heroes who after a lot of questions and careful analysis of the lyrics, photos agreed to accept it.

The aim is to get it to Number One at Christmas to raise as much funding, exposure and coverage as possible regarding the brilliant work of Help For Heroes in providing better facilities for British servicemen and women who have been wounded or injured in the line of duty. All proceeds go direct to the charity.

The single is being released on the 11th of the 11th (November) 2016 on Nub Music with worldwide distribution by The Orchard/Sony.

The band (all now in their 70's) apart from being rock stars all have alter egos in the real world and consist of:

- Michael Kain (song writer and guitarist); entrepreneur cost lawyer
- Peter Jackson (Guitarist, ukulele, backing vocals). Furniture designer
- Tony Tutton (Drummer, singer) Fire alarms designer and engineer.
- John (Fingers) Astrop (Keyboards, backing singing) Oil and energy expert.
- Chris (Leggy) Williams (Bass, backing singing) Carpenter.
- Dave Frances (Singer. Retired last year due to Alzheimer's) Electrical Engineer.

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