

Innocent Launches Innocent Un-Plugged Festival For A Weekend Off-the-Grid

Wednesday 25 March, 2015

Life's a bit too connected these days, so we're switching off for a weekend and going back to our festival roots with **innocent un-plugged**. Taking place on the second May bank holiday weekend in a magical forest location outside London, we are encouraging people to turn off Twitter, have fun without Facebook feeds and enjoy the moment off screen. With over half of Brits missing out on special moments and experiences because we're spending too much time on our mobiles¹, it really is the time to unplug, chill out and enjoy!

innocent un-plugged is the first big off-the-grid festival offering festival-goers a unique experience with the opportunity to leave their technology at home just for a weekend and remember how to love life without wires. No Wi-Fi, no 3G and no traditional electricity – all power will be generated by people (think pedal power and giant hamster wheels!) or the sun. And anyone who's caught dabbling on their devices will have to accept a penalty challenge.

Douglas Lamont, innocent drinks' CEO commented, "With 1 in 4 (23%) admitting to feeling pressured to keep up to date with their social channels², as a nation the pressure to be plugged in has never been more apparent. People are missing out on what is happening in front of them and are too distracted by technology to enjoy the moment. We know it's also affecting people's relationships with their friends and family. innocent un-plugged is a chance to have a fantastic weekend away from frantic city life. With great music, delicious food, inspiring speakers, workshops and a wood-fired spa, revellers can have an incredible weekend without feeling the need to scroll through their social feeds."

As well as brilliant music on The People's Stage, including headline acts The Correspondents, renowned DJ, Norman Jay and old school classic Mr. Motivator, festival revellers can enjoy a host of inspirational speakers like Kids Company founder, Camila Batmanghelidjh and journalist, author and broadcaster Grace Dent in the innocent inspires yurt. There will also be plenty of activities to enjoy throughout the weekend such as Laughter Yoga, a Morning Glory rave, exploring the woods with Fergus the Forager, the Abandoned Apothecary, wood-fired spas and more. And not to forget, delicious, locally sourced food throughout the weekend, culminating in a big banquet in the forest. And all the juice and smoothies you can shake a stick at.

Date: 23rd – 24th May

Location: A secret woodland location just outside London (near Sevenoaks)

Tickets: Free! Available through www.innocentunplugged.com .

The release of tickets will be staggered to make sure everyone gets the chance to reserve them and innocent will be running a weekly competition giving away a pair of tickets on Facebook.

Tickets to the locally sourced forest banquet, wood-fired spas and Meringue Girls Afternoon Tea can be purchased online prior to the festival.

Full line up details can be found below. For further information, images or information on coming along to review the festival, please contact Mark or Aston on innocent@devries-slam.com or 0207 067 0324.

The People's Stage – Musical highlights

- Norman Jay - one of the finest and most respected DJs in the world today – running the People Powered Disco
- The Correspondents - the kings of hip hop swing
- Duologue – a band that fuses a sense of songcraft borrowed from the indie sphere with glitchy, forward thinking electronica
- Mr Motivator – 80s lycra legend, who'll be getting everyone warmed up and dancing around
- Ethan Ash – a brilliant new British singer-songwriter
- Diana Yukawa – a modern, electric, classical crossover violinist
- Broken Back – a fab Parisian indie-Dance, Electro-Pop group
- Kimberley Anne – a singer with a rare and unique quality but yet comfortingly familiar sound
- Congo Faith Healers - Combines down and dirty swamp infested gypsy blues with wild savage guitar playing, voodoo vocals, Latin American drum and trumpet grooves with rockabilly swing double bass and hooks that you will be singing for days

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- Hackney Colliery Band - east London's unique take on the brass band - featuring trumpets, trombones, saxes, sousaphone and marching percussion, the band are totally acoustic and yet able to blow the roof off any room
- Nathan Lee – a beat boxing flautist

innocent inspires yurt – Inspirational speakers

- Grace Dent – journalist, author and broadcaster
- Sasha Wilkins, aka LibertyLondonGirl – blogger extraordinaire
- Camila Batmanghelidjh – founder of Kids Company
- Ed Halliwell – the School of Life's mindfulness expert
- Tristan Gooley – a natural navigator
- Al Humphreys – micro adventurer
- Mr B, the Gentleman Rhymer
- Good for Nothing – a collective of smart folk collaborating and experimenting to solve stuff that matters
- Laughter Yoga

Wood-fired spa

- Hot tubs
- Saunas
- Yoga throughout the weekend
- Massages

Dotted around the festival

- Fergus the Forager – taking people on forest foraging exhibitions
- Abandoned Apothecary - creating your own herbal elixirs to make you feel great, naturally
- Morning Glory - an immersive morning dance experience for those who dare to challenge morning culture and start their day in style

Banquet Hall

- A locally sourced forest banquet - £39pp
- Bespoke picnic lunches
- Beautiful breakfasts
- Food carts
- Meringue Girls Afternoon Tea - £30pp
- And all the juice and smoothies you could possibly want

ENDS

For more information, tickets or pictures, please let Mark know on mark@devries-slam.com or 0207 067 0324

<http://www.innocentunplugged.com/>

1, 2 Research

The survey was conducted by Opinion Matters in March 2015 for Innocent as an online poll of 1,500 people in the UK.

Company Contact:

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