**PRESS RELEASE:**

**Pride in Hull Announce Marc Almond**  to perform at first UK Pride

Pride in Hull announced today that Marc Almond will perform at the first ever UK Pride, part of Hull UK City of Culture 2017’s LGBT 50 events marking the 50th anniversary of the decriminalisation of homosexuality.

The announcement comes following the premiere of Marc’s new single, *A Kind of Love,* on BBC Radio 2 this morning.

Pride in Hull is the biggest celebration of LGBT+ culture in the region and it is returning to its original venue of Queen’s Gardens on 22 July . With bigger crowds expected than ever before as the eyes of the nation focus on Hull for 2017 as the UK City of Culture.

The Soft Cell singer will come to Hull as part of his ‘Hits and Pieces’ tour so the audience can expect to hear classics such as *Tainted Love* and *Something's Gotten Hold of My Heart.*

Pride in Hull spokesperson, Graham Jenkinson said: “Pride in Hull is going to be absolutely spectacular this year and we’re delighted to announce Marc as our first headliner. He’s an icon of electronic music and we know he’ll put on a fantastic show that people will remember for years to come.

“We’ll announce more details about what we have planned for this year’s event in the coming weeks and months, including lots more acts performing on the main stage – there will definitely be something for everyone!”

Martin Green, CEO and Director of Hull 2017, added: “We will be releasing more details about LGBT 50 next month when we publish our season two and three guides but we are so excited that Marc will be joining us that we couldn’t keep the news to ourselves. In such a significant year for the LGBT community, this is for them to celebrate with one of the community’s most celebrated artists.”

Graham continued: “We’re so pleased to be working with the team behind the City of Culture and with all of the wonderful events happening across the city, the pressure really is on to deliver something spectacular that the LGBT+ community won’t forget for a long time.

“We also have the absolute honour of being named the first ever ‘UK Pride’, so we’ll have the eyes of the LGBT+ community across the country and beyond firmly focused on us, we can promise nobody will leave disappointed!”

To stay up to date with the latest news about Pride in Hull, visit [www.prideinhull.co.uk](http://www.prideinhull.co.uk), follow us on Twitter (@PrideInHull) or like us on Facebook ([www.facebook.com/prideinhull](http://www.facebook.com/prideinhull))

For more information about LGBT 50, visit <https://www.hull2017.co.uk/whatson/events/lgbt-50/>

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Notes to editors:

**About Marc Almond**

Marc is an internationally acclaimed artist and has sold over 30 million records worldwide after forming Soft Cell with David Ball in 1979. The duo went on to record four albums and had a number of top ten hits including the global classic Tainted Love. Tainted Love broke all records, selling over a million copies in the UK as clocking up the longest run on the U.S billboard top 100 and winning single of the year at the 1981 Brit Awards. Soft Cell's arrangement of the track has been covered many times by artists as diverse as Marilyn Manson and The Pussycat Dolls and has been sampled by a new generation of dance producers for artists, notably Rihanna's SOS.

After scoring a raft of hits with Soft Cell, a diverse and acclaimed solo success followed, with over a dozen albums from Vermin in Ermine, to 2015’s Against Nature. Marc also scored a number of solo chart hits including Tears Run Rings, Stories of Johnny, A Lover Spurned, Adored and Explored, Jacky, The Days of Pearly Spencer and Child Star. In 1989 Marc had another number one, a duet with 60's legend Gene Pitney, a cover of one of Gene's hits Something's Gotten Hold of My Heart. It was number one in Britain for five weeks. The accompanying album, The Stars We Are, was Marc's most successful solo album in the USA.

**About Hull UK City of Culture**

Hull UK City of Culture 2017 is a 365 day programme of cultural events and creativity inspired by the city and told to the world. Hull secured the title of UK City of Culture 2017 in November 2013. It is only the second city to hold the title and the first in England.

Divided into four seasons, this nationally significant event draws on the distinctive spirit of the city and the artists, writers, directors, musicians, revolutionaries and thinkers that have made such a significant contribution to the development of art and ideas.

The Culture Company was set up to deliver the Hull 2017 programme and is an independent organisation with charitable status.

For information go to [www.hull2017.co.uk](http://www.hull2017.co.uk)

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