



Gloucestershire's Chloë Foy invited to prestigious international music festival, South by Southwest

Gloucester-born singer-songwriter, [Chloë Foy](#), has just been announced as one of the acts chosen to perform at a major international music industry festival, [South by Southwest](#) (SXSW) in Austin, Texas between 12-18 March 2018 – and is calling on Gloucestershire music fans to support her campaign to get there.

The festival is a major achievement for the 25 year-old musician who started her musical journey with local organisations Gloucestershire Academy of Music (music lessons from age 4-18), [Gloucestershire Music](#) (member of Gloucestershire Youth Orchestra) and later at [Studio340](#) run by [The Music Works](#) and [CCP](#). She is managed by Cheltenham-based management company Scope Music Management.

She has since been play-listed by Steve Lamacq on BBC Radio 2 and 6, worked with singer songwriter Beth Orton and the band James, and generated more than 2 million plays on music-streaming service Spotify.

Chloë was born in Gloucester and attended Eldersfield Lawn CofE Primary School and High School for Girls, Gloucester. She then studied Music at the University of Manchester and has remained in the city since.

Pledge to help Chloë get to Texas

South by Southwest is considered in the music industry to be one of the most important opportunities to get spotted and signed – and is where artists including The White Stripes, James Blunt, Katy Perry and Skrillex were discovered. Showcases are attended by record labels, booking agencies, managers and PR firms, lifestyle brands, media outlets, festivals and others looking for artists to work with.

Although it's hugely prestigious to be invited to perform, Chloë can't get there without the help of her fans. All artists have to cover their own travel and lodging costs and Chloë is hoping that Gloucestershire readers will get behind her Pledge campaign to help her get to America, in return for goodies such as signed CDs, a recording of a cover song of your choice and a house gig. The url for the page is:

<https://www.pledgemusic.com/projects/chloe-foy>

For interviews or other press enquiries please contact: Lewis Abbott 07854 402 403

Lewis@scopemusicmanagement.com

Notes to Editors:

Chloë Foy: <http://chloefoy.com/> and <https://chloefoymusic.bandcamp.com/> - [Press Photos](#)

Chloë writes a brand of melodic, homegrown pop that has been likened to such artists as Laura Marling and Sharon Van Etten. Her songs are imbued with lyrical and textural inflections evocative of much of the music she loves. Taking inspiration from classical music as much as wider trends within British and American Indie pop, Chloë's music comprises of carefully constructed arrangements that delicately compliment her cryptic lyrics.

Professional career – gigs at 2000 Trees and Guildhall Gloucester, playlisting by Steve Lamacq

Chloë's first live performance took place at the [Party in the City](#) in Bath in 2012, followed by the [2000 Trees Festival](#) in Withington near Cheltenham, and gigs the same year supporting Jim Moray at [The Fleece](#) in Bristol and Charlotte Church at the [Guildhall](#) in Gloucester.

Her first EP '[In The Middle Of The Night](#)' was released in June 2013 and was playlisted by Steve Lamacq on his BBC Radio 2 and BBC Radio 6 Music shows. Chloë's most recent EP, '[Are We There Yet](#)' was released in 2017, and was well received by both UK and international press. The first single '[Flaws](#)' was described as 'beautiful, relatable and stunning' by important industry website The Line of Best Fit and has been prominently featured on many industry blogs including Ear to The Ground who described her as their 'favourite songwriter of this, or any year.'

The singles 'In The Middle Of The Night' and 'Flaws' have generated more than 2 million plays on Spotify and featured on a wealth of Spotify official playlists including Lost In The Woods and The Most Beautiful Songs In The World.

Working with Beth Orton and performing with Jesca Hoop and James

In May 2017 she supported Jesca Hoop on her UK tour, and was chosen to take part in Brighter Sound's Both Sides Now residency, working to create new music with Mercury Prize- nominated artist Beth Orton. She has toured as a backing singer for Manchester band James at the Manchester Arena and Brixton Academy, and her festival appearances include [Wychwood](#) Festival (Cheltenham), Manchester International Festival, [Barn on The Farm](#) (Over, Gloucester), 2000 Trees, Beatherder and Nozstock.

'She might just be our favorite songwriter of this, or any year' - Ear To The Ground

'definitely a name to watch' – Folk Radio UK

'uplifting, grandiose aplomb' – Just Music That I Like

'Chloe is one of the finds of 2017. Delicate yet confident that takes the listener to a place of joy and comfort.' - Melographic

'Her huge talent in creating delicate yet intense atmospheres that swallow us in bliss, while her voice remains our steady link to reality.' – The405

South by Southwest: https://en.wikipedia.org/wiki/South_by_Southwest

South by Southwest (also known as SXSW) began in 1987, and started as a music festival but has grown to encompass interactive media, film and comedy with a focus on discovery of new talent, and supporting creative people to achieve their goals.

Each year the music festival – part of a wider group of festivals incorporating film, interactive media, and comedy – attracts creative professionals from across the world. It hosts a mix of up-and-coming artists and internationally-known acts who take over the town's bars, clubs, parks, churches, and music venues for showcases, performances, networking events and more.

- In 1994, Johnny Cash was the keynote speaker, and the three brothers of the band Hanson were brought to SXSW by their father to perform impromptu auditions for music executives, in the hope of getting industry attention. Among the people who heard them was A&R executive Christopher Sabec, who became their manager, and would soon afterward get them signed to Mercury Records.
- Singer-songwriter John Mayer's performance at the 2000 festival led to his signing soon thereafter with Aware Records, his first record label.
- A performance by the band The Polyphonic Spree at the 2002 SXSW Music festival helped bring them to national attention before they had signed with a major label.
- British singer James Blunt was discovered by producer Linda Perry while playing a small show at the 2004 SXSW Music festival, and was signed to Perry's Custard Records soon thereafter, where he would go on to release all three of his subsequent albums.
- A secret concert at the 2006 SXSW Music by the band The Flaming Lips was called one of the "Top 10 Music-Festival Moments" of all time by Time magazine in 2010.
- The 15 March 2011 screening of the Foo Fighters documentary 'Back and Forth' was followed by a surprise live performance by the band, with a setlist that included the entirety of the then-upcoming album 'Wasting Light'.
- The keynote presenter and headline act in 2014 was Lady Gaga. In the same year, to promote her upcoming album, 'Food', Kelis cooked and served barbecue-style food from a food truck to festival attendees. Nile Rodgers was the keynote speaker in 2017.