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ICC Wales hits a high note with Aloud

ICC Wales is harnessing the power of Wales' worldwide reputation as the land of song by forming an associated brand partnership with the choral-focused charity Aloud. The partnership will both further ICC Wales' profile in the local community and provide a unique platform for future singing performances in the build up to the opening of the South Wales venue next year.

Founded by Artistic Director Tim Rhys-Evans MBE, Aloud is a Welsh organisation which delivers free year-round activity for 200 11-19 year-old boys in 14 choirs across north and south Wales. Its mission is to engage young people across Wales with the power of choral singing, to promote self-belief and confidence, encourage aspiration, build skills and develop a sense of community. ICC Wales has joined the Aloud charity's corporate Calon scheme.

Nancy Mollett, Convention Centre Director, ICC Wales said: "We are delighted to be strengthening our support of Welsh charity Aloud. This is a special community charity which invests in the lives of young people, and works to keep the vital choral heritage of Wales alive. We can't wait to be entertained by the hugely talented Only Boys Aloud at an ICC Wales or Celtic Manor event in the near future."

Founder of Only Boys Aloud and Artistic Director of the Charity, Tim Rhys-Evans MBE, said: "We are delighted that ICC Wales has joined our Calon scheme. As a charity we work hard to provide transformative experiences to young people through making music together and celebrating the rich cultural history Wales holds dear. We wouldn't be able to continue this work without the vital support from our funding partners and we are so pleased that ICC Wales is showing their commitment to investing in their community in this way."

The charity's choir, Only Boys Aloud, performed at the ICC Wales Breaking Ground celebrations in May 2017.

Only Boys Aloud made their first appearance at the opening of the National Eisteddfod in Ebbw Vale in 2010. Recently, the boys performed as guests of Alfie Boe in front of 9,000



people at Fleetwood Stadium, travelled to Ypres, Belgium, to commemorate the First World War and performed in Cardiff Bay for the UEFA Champions League Festival.

Equally importantly, they have performed in their own communities, offering support to local fundraising initiatives and causes which resonate with them. For every £1 invested, Aloud creates £13.27 of social value for the people of Wales.

ICC Wales is an £84m joint venture between Celtic Manor Resort and Welsh Government, and when complete in 2019 will accommodate up to 5,000 delegates. The venue includes a 4,000sqm pillar-free main hall, a 1,500-seated auditorium, 12 flexible meeting rooms, a double-height glass atrium and a 2,500 sqm outdoor plaza.

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Notes to editors

ICC Wales is managed by the Celtic Manor Resort's expert leadership team responsible for the successful delivery of the 2014 Nato Summit and the 2010 Ryder Cup.

Opening in 2019, the ICC Wales is located within the grounds of the Celtic Manor Resort in Newport just two minutes from the M4.