



PRESS RELEASE

S4C's ONLY MEN ALOUD SERIES SUPPORTED BY A GREAT CUPPA

Two Welsh favourites combine with the sponsorship of S4C's forthcoming series featuring *Last Choir Standing* winners Only Men Aloud by Glengettie Tea. (Starting on Thursday 11th November at 21:00).

Filed during three packed-out concerts at Wales Millennium Centre, Cardiff, the series **Only Men Aloud** has a long list of star guests including Bonnie Tyler, Max Boyce, Julian Lloyd Webber, Only Boys Aloud, and West End stars, Kerry Ellis and Katy Treharne. According to Only Men Aloud music director, Tim Rhys-Evans, the shows are 'sheer entertainment and great fun.'



Only Men Aloud has had phenomenal success since winning *Last Choir Standing* two years ago, through their concerts, recordings and television appearances. They won *Album of the Year* for their release *Band of Brothers* at the *Classical Brits* this year. But this is the first time for the choir to appear in their own TV series.

Dawn Macphail, Operations Director for Optimal, who handle Media Sales on behalf of S4C, said, "We are delighted to enter into this partnership with Glengettie which sees the company sponsor **Only Men Aloud** on S4C. The strength of any sponsorship is the affinity between the brand and the programme and in this particular case the match is ideal."

Stacey Moore of the Glengettie Marketing Team said, "Glengettie is delighted to sponsor Only Men Aloud's debut series. It provides an excellent opportunity for Glengettie to work alongside another great Welsh favourite – Only Men Aloud! Glengettie is proud to be the show's sponsor and to celebrate all things Welsh."

Paned i'r bechgyn wrth lansio'u cyfres deledu gyntaf

Bydd dau ffefryn Cymraeg yn cydweithio wrth i gwmni te Glengettie noddi cyfres newydd Only Men Aloud ar S4C. (Yn dechrau nos Iau 11 Tachwedd am 21:00).

Wedi ei ffilmio dros dair noson fythgofiadwy yng Nghanolfan y Mileniwm, Caerdydd, a'r lle yn orlawn bob nos, bydd gan y gyfres restr hir o westeion enwog yn cynnwys Bonnie Tyler, Max Boyce, Julian Lloyd Webber, Only Boys Aloud, dwy o sêr y West End, Kerry Ellis a Katy Treharne, Rebecca Evans, Catrin Finch, y Tri Tenor Cymreig a Shân Cothi. Yn ôl Tim Rhys-Evans, cyfarwyddwr cerdd Only Men Aloud, mae'n 'adloniant pur ac yn lot fawr o hwyl.'

Mae Only Men Aloud wedi cael llwyddiant ysgubol ers iddynt ennill *Last Choir Standing* ddwy flynedd yn ôl, drwy eu cyngherddau, eu recordiau a'u hymddangosiadau ar y teledu. Nhw enillodd wobwr 'Albwm y Flwyddyn' am eu record *Band of Brothers* yn y *Classical Brits* eleni. Ond dyma'r tro cyntaf i'r côr serennu yn eu cyfres deledu eu hunain.

Meddai Dawn Macphail, Cyfarwyddwr Gweithredu Optimal, y cwmni sy'n gwerthu gofod ar ran S4C, "Rydym yn hynod o bles i ddechrau'r bartneriaeth hon gyda Glengennie sy'n golygu fod y cwmni yn noddî'r gyfres **Only Men Aloud** ar S4C. Cryfder unrhyw nawdd o'r math yma yw'r berthynas rhwng y brand a'r rhaglen ac yn yr achos arbennig hwn mae'r uniad yn ddelfrydol."



Meddai Stacey Moore o Dîm Marchnata Glengennie, "Mae Glengennie yn hapus dros ben i noddî cyfres deledu gyntaf Only Men Aloud. Mae'n rhoi cyfle arbennig i Glengennie weithio ochr yn ochr â ffefryn mawr Cymraeg arall - Only Men Aloud! Mae Glengennie yn falch i fod yn noddwyr y sioe ac i ddathlu pob peth Cymreig."