

PRESS RELEASE

“I would like to put on public record right now, once and for all: I AM NOT THE VICAR”

Brian Eno

“THE VICAR is a genius. He didn’t pay me to play on his record, but he paid me to say that.”

Bill Rieflin (REM)

The Vicar Chronicles

by Punk Sanderson

A ground-breaking multimedia publishing project offering a unique expose of the inner madness of the music industry

Digital launch in multimedia: ebook, egraphic novel, video and audiobook and songbook formats

22nd November 2012

Paperback, graphic novel and CD/DVDA album launch

28th January 2013

‘Sherlock Holmes meets Spinal Tap’, in this ingenious series of whodunnits, based around the character of the legendary music producer and great British eccentric: The Vicar. Blurring the lines between fact and fiction, the surreal adventures of The Vicar, as seen through the witty, irreverent eyes of his assistant Punk Sanderson [who, by his own admission, has deliberately changed his name and most of the facts to avoid libel suits], encompasses 3 novels, 72 episodes of video blogs, 2 Graphic Novels, 2 audio books and a 14 song album, produced by the Vicar himself and sung by invited guests from within the industry.

The seemingly real-life dramas and wondrous tales of misdeeds in the music industry have been brought together as a unique multimedia project for the digital age : each of The Vicar Chronicles can be viewed on Kindle and iPad in ebook, graphic novel, audiobook and videobook formats. While each format can be enjoyed as a discrete item, there are also hidden links between them, so that the opening title picture of each ebook section will, for example, bring up the matching videobook section on online devices - making it both a book and a “DVD”.

Launching with the first two mysteries, **The Mysterious Case of Billy’s G-String** about a singer who is caught lying about lip syncing and **The Absurd Nonsense of the Orange**

Eyebrow, based on five days at MIDEM in Cannes, each adventure sees The Vicar break from his artistic purpose and glamorous day-job to indulge his hobby and higher moral-calling: righting injustices and solving mysteries.

QUOTABLE QUOTES from the ROCKSTOCRACY (Some of which are about The Vicar)

“Couldn’t do sound for shit. I had to scream over the band” – **Adele**

“The Vicar saves musicians. Simple.” – **Emma B**

“The Vicar? Half Budhha, half backstreet *****” – **Nick Cave**

“His real name is Tony Flags, which isn’t so glamorous” – **Chris Martin**

“We were never that close really. We have an understanding” – **David Bowie**

“Throughout my life I've frequently found myself, metaphorically speaking, sat on the Vicar's knee.” **David Sylvian**

“Since working with the Vicar I can NEVER..EVER feel the same way about Alpacas...” – **Andy Partridge**

“He was a young thug in training and his initiation into the gang was to throw an egg at me”
- **Iggy Pop**

The one person who may be able to unravel this mystery is the co-creator of *The Vicar Chronicles*, David Singleton, the man who discovered The Vicar and persuaded Punk Sanderson to tell his stories.

www.thevicar.com

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Notes to editors:

THE BOOKS

The Mysterious Case of Billy’s G String by Punk Sanderson is available for purchase and download as an ebook at £2.07 (£2.49 incl. VAT) on iTunes and Kindle and as a graphic e-novel at £5.93 (£7.12 incl. VAT) on iTunes and Kindle, with the unique Kindle panel view.

The Absurd Nonsense of the Orange Eyebrow by Punk Sanderson will be released as an ebook at £2.07 on iTunes and Kindle on January 28th 2013.

The Audiobooks will be available through Audible on both Amazon and iTunes.

THE ALBUM

Songbook #1, an album of 14 songs produced by **The Vicar** features some of the world's outstanding musician : **Tony Levin** (John Lennon, Paul Simon), **Cathy Stevens** (Penguin Café Orchestra), **Steve Sidwell** (Robbie Williams, George Michael). **Chas Dickie** (Van der Graaf Generator, PJ Harvey), **Karen Wilmhurst** (Zaun, English National Opera). It throws the spotlight on emerging and lesser known singers : from those spotted at small venues, **Steve Porter** - on the internet, **Paul Ibberson** - Mercury prize nominee, **Tim Elsenberg** - and cult favourites who deserved centre stage in any gathering of fine singers, **Andy Yorke**, **Lewis Taylor**, **David Scott**. It is available for purchase and download at £9.21 (£11.06 incl VAT) on iTunes and Amazon MP3 from 22nd November.

The Vicar has already begun the search for the singers to appear on **Songbook #2**.

THE VIDEO BOOKS

72 episodes of The Vicar Chronicles will be available as Podcasts on iTunes and as thrice weekly episodes on YouTube, Vimeo and other Social Networks from 22nd November
<http://www.youtube.com/punksanderson>

Four preview videos are currently available on Youtube:

'20 second guide to The Vicar Chronicles' <http://bit.ly/U6NOXT>

'The Vicar Chronicles: See what you're Missing?' <http://bit.ly/TldMop>

'Who is the Vicar?' <http://bit.ly/U6NOXT>

Billy G Chapter 1. Siobhan takes a Call <http://bit.ly/RDjbwb>

THE CO-CREATOR

David Singleton is a producer, songwriter, author, online pioneer and label owner. He was one of the early pioneers of music DVDs, producing DEJA VROOOM, which featured, among other things, the ability to move the camera to focus on any of the performing musicians, with the audio balance adjusting accordingly. In 1999, he co-founded, **BootlegTV** - a company dedicated to promoting recordings & films of live concerts, whose legacy can be seen in the concert series sold by bands as diverse as **Pearl Jam** and **Phish** – and in the label **DGM**, which he co-owns with **Robert Fripp**. This label - at the forefront of new attitudes to copyright and artist royalties - has released over 100 albums and hundreds of online concerts by **King Crimson** and other artists.

Singleton has been lucky enough to work with artists as diverse as **The Amsterdam Metropole Orchestra**, **Bill Bruford**, **The California Guitar Trio**, **Brian Eno**, **Robert Fripp**, the lutenist **Jacob Heringman**, **David Sylvian**, **John Paul Jones**, **King Crimson**, **Bill Nelson**, **Opus 20**, **The Orb** and **Lewis Taylor**.

A four year search for the perfect illustrator for *The Vicar Chronicles*, begun by the agent **Luke Janklow**, ended with the blossoming of the exceptional talents of **Ben Singleton**,

David's eldest son (who was only fourteen when the search began). He has illustrated both Graphic Novels in *The Vicar Chronicles* series and hundreds of associated cartoons.

CONTACTS

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