

Barclaycard Unwind sponsors Heart's Fourth Love Music Live



Released on: March 08, 2010, 6:42 am

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Industry: [Entertainment](#)

Barclaycard Unwind has announced that it will be sponsoring Heart's fourth exclusive Love Music Live.

The multi talented singer-songwriter Sharleen Spiteri will perform an exclusive and intimate gig for Heart listeners on Thursday 4th March at Orchid in London's West End. It follows the huge success of Heart's first three 'Love Music Live with Barclaycard Unwind' events which featured the Grammy Award-winning Michael Bublé and the legendary Spandau Ballet in London and Seal in Los Angeles.

Known for fronting iconic pop-rock band Texas and following the success of her UK top 3 debut solo record, Sharleen is back with a brand new album. The Movie Songbook is a collection of her favourite cinematic showstoppers featuring popular songs such as Xanadu, a re-worked version of the 1980 number one hit. Sharleen's version of Xanadu features on the current Heart television advert and the track is fast becoming a huge favourite with listeners.

Love Music Live with [Barclaycard Unwind](#) will be promoted across all 33 stations in the current Heart network. Tickets to the exclusive event can be won on-air and online at [heart.co.uk](#). In addition, tickets can be won at [barclaycardunwind.com](#) which was launched as part of Barclaycard's on-going music strategy and allows its [credit card](#) customers to access more of the music they love, as well as making it easier for customers to get the best music tickets.

Dan Mathieson, Head of Sponsorship at Barclaycard; "Heart's Love Music Live is the perfect fit with Barclaycard's music strategy as we continue to give our customers access to the music they enjoy and tickets to the best gigs around the world. We are delighted to team up with the entire Heart network as they launch Love Music Live and stage one of the most exciting gigs this year with Sharleen Spiteri."

- ENDS -

About**Heart**

First launched in the West Midlands in 1994, Heart arrived in London in 1995 and the East Midlands in 2005. In the latest radio industry figures*, Heart celebrated its position as the UK's largest commercial radio network, attracting over 300,000 new listeners during the last 12 months, with over 7.2 million listeners tuning in across the Heart network each week.

* Source: RAJAR / Ipsos-MORI / RSMB, period ending December 2009, all stations and groups results are reported on their specified reporting period and TSA.

About [Barclaycard](#)

Barclaycard, part of Barclays Global Retail Banking division, is a leading global payment business which helps consumers, retailers and businesses to make and accept credit card payments flexibly, and to access short-term credit when needed.

The company is one of the pioneers of new forms of payments and is at the forefront of developing viable contactless and mobile payment schemes for today and cutting edge forms of payment for the future. It also issues charge and [credit cards](#) to corporate customers and the UK Government. Barclaycard partners with a wide range of organisations across the globe to offer their customers or members payment options and credit.

In addition to the UK, Barclaycard operates in the United States, Europe, Africa and the Middle and Far East.

Key facts published in February 2010;
number of UK customers: 10.4m
number of International customers: 10.8m
number of retailer/merchant relationships: 87,000

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