Gigging since 2009 and building a fanbase methodically, Cambridge-based rock band Lonely the Brave had achieved slowburn success for their intense yet heartfelt music. Applying to Momentum for help with UK touring and promotion to support their forthcoming debut album on Hassle Records - the buzz created eventually saw the record, titled The Day’s War, licensed by major label Columbia.

On release in September 2014, a positive critical reaction fuelled yet more live appearances. The band are currently gearing up for release of a deluxe edition of the album, and are on tour around the UK with Twin Atlantic and Eliza & The Bear.

“We’re very grateful to the Momentum fund for the invaluable help...All we’ve ever wanted to do is tour the songs, and get our music out there to people.”

Lonely the Brave

 “[Momentum] came to us just as we were running out of what little money we did have, and helped us continue our ascent to a point where we were able to say yes to tours and opportunities we may have had to decline if not.”

James Parrish, manager of Lonely the Brave

http://www.lonelythebrave.com/