

Lonely the Brave



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."

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"[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/>