

## Frank Carter

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The former Gallows and Pure Love singer now fronts Frank Carter & The Rattlesnakes – a fusion of punk, rock and indie which burns with intensity and desire.

*I've felt like a blade that has been getting blunter and blunter. But I'm sharp again now. I feel like a weapon. I'm going to do a serious amount of damage.*

Momentum funding was used in 2017 for PR and marketing and to support touring to promote the band's debut LP, *Blossom*.

*It was so needed. A bridge which we could have crossed ourselves but would have been crippling. Instead we went into the new year energetic. It changed everything for us.*

Frank is certain that Momentum funding was game-changing for the band – in terms of their profile and reputation in the UK and internationally:

*At the time we got funding, I played on my birthday to 27 people in Baltimore. In the UK our biggest show was approximately 500 people. By December the following year, we played to 5,000 people in Brixton. The funding meant we were suddenly international artists.*

Frank sees the independence of Momentum investment as hugely liberating and validating:

*Who else would you rather have money from? I am most proud when I receive a cheque from the PRS because it means someone is listening to my song...which is why I wrote it. Momentum is music giving back to music. The purest form of growth.*

Frank did worry he had applied too early, although his track record with Gallows and Pure Love meant he wasn't applying as a new artist.

*But we had momentum...even the name of the fund is so important. Momentum is so key to any band. As soon as we got it we spiralled.*

Frank also sees Momentum as playing an important role for independent artists or artists who don't have sufficient financial backing from labels to explore their aspirations. Even with the growth in streaming, artists are still struggling to replace lost revenue.

*Rock has always been rooted in the physical product so with digital you are up against a lot. Especially as an independent artist. Where you don't have the record label advance to pay a wage to create the space to create.*

