

13th August 2007



Baggies Battle Cry www.baggiesbattlecry.co.uk

Baggies Battle Cry is the work of Smethwick born, West Bromwich Albion season ticket holder, Steve Skidmore - known in music circles as 'Skidders' (after his surname, not his underpants). He is member of Leamington Spa based acoustic duo *Bukechi*, writing and recording his own music as well as with *Bukechi*. Skidders also plays electric, acoustic and bass guitar as a session musician for bands such as *Beneva*, singer/songwriter *NaTasha* and has also played alongside once Smethwick-based Kevin Rowland of *Dexys Midnight Runners*.

"As I developed *Baggies Battle Cry*, it struck me that it would make a great warm-up song at the Hawthorns", said Skidders

"At the first home league game of the season, the day before its release, *Baggies Battle Cry* will be promoted and fans with Internet access can buy the single there-and-then by simply texting 'WBA' to 82822. They will receive a text, giving them a web address and unique code to download the single on the 19th.

"The exciting thing is, if we get enough fans on the day to text, the Baggies may actually make the music charts. It's all in the hands of the fans!"

In addition to purchasing the single via SMS shortcoding, *Baggies Battle Cry* will be available from iTunes, Napster, Virgin, HMV etc all online from the 19th August release date.

On Saturday before the game, the *Baggies Battle Cry* team will be outside the Hawthorns, distributing flyers trying to get the Baggies name into the Music Charts on Sunday 26th August. There'll also be a *Baggies Battle Cry* big-screen advert, for extra encouragement.

"We'll all be wearing *Baggies Battle Cry* tee shirts made specially for the occasion. A few fans have won some of these already online, so you may see the odd one or two donning these white & blue shirts that include the West Bromwich Albion badge, the Club has kindly allowed me to use", added Skidders

13th August 2007

You'll be able to spot the crew a mile off in the Lower East Stand, E136 onwards, so give them a wave and why not see if you can get *Baggies Battle Cry* into the Music Charts Sunday 26th by texting "WBA" to 82822.

Skidders who lived in Smethwick and Oldbury (in *Dog Kennel Lane*, where the Hawthorns Club used to be and adjacent to *Bristnall Hall Lane* where Frank Skinner lived and was brought up), now lives in Royal Leamington Spa and has his own recording studio *Breac Studios* and Indie record label *Breac Records*.

www.baggiesbattlecry.co.uk