

lostprophets and The Automatic are the big winners in Pop Factory Music Awards for Wales 2006

Welsh rock elite gather for Awards & Amarillo moment

The **Pop Factory Music Awards 2006 (in association with Coca Cola)** took place at **Cardiff's Coal Exchange** last **Thursday November 30th** and proved that it is, despite moving away from the ancestral home in Porth, **THE** music event of the year on the Welsh rock and roll calendar.

The awards now in their sixth year are usually held at the **Pop Factory** facility itself in **Porth**, but with the event going from strength to strength year on year, the need for a bigger venue became irresistible and unavoidable, and **Wales' foremost Music Awards** has finally moved to the capital city, **Cardiff**.

The vast majority of Wales' current hotshots were present last night including: **The Automatic, lostprophets, Funeral For A Friend, GLC, Bullet For My Valentine, Mike Peters, new kids on the block, The Guns, The Blackout, Viva Machine, and Radio Luxembourg**. The evening was presented by the delectable **Alex Jones and the madcap, Colin Francies**. Letter openers included **Rhod Gilbert, FFAF** and the very sexy **Imogen Thomas**.

The big winners of the day were **lostprophets** and **The Automatic** who won five awards between them. **lostprophets** took home the award for **Best Welsh Band**, along with the awards for **Best Live Act and Best Album**.

The Automatic, who put in a spirited live performance of "**Raul**", won **The Best Performance Award** for ITV's **The Guest List** programme and also managed to win this year's **Rock and Roll Excess Award** for their antics on the **GMTV** morning show earlier this year.

Best New Act went to **The Blackout** who fought off stiff competition from **Radio Luxembourg, Viva Machine, The Pippettes** and **Los Campesinos**.

The Best Welsh Language Act went to North Wales favourites, **Frizbee**.

Best Live Event was won by **The Greenman Festival**.

The ever popular, **Katherine Jenkins**, though not present, almost brought the house down when she appeared on a giant TV screen to accept her **Best International Artist Award**.

Motorhead's Lemmy, who also was unable to be there due to European touring commitments, won an **Outstanding Contribution Award to Music** and to the surprise of many accepted his award with some fluent Welsh.

Major sponsors, **Red Dragon FM** awarded their **Artist Of The Year Award** to **The Feeling**.

Oasis' manager, Marcus Russell, proved to be a popular winner when he came forward to collect the coveted **Outstanding Contribution to the Music Industry Award**, and **The Community Music Award** went appropriately and deservedly to **Community Music Wales**.

Helping the Automatic on the evening's live front were up-and-coming Welsh Hip-Hopsters, **Y Rei** and a surprise guest appearance by **Tony Christie** who, much to the delight of all present performed his "Is This The Way To Amarillo?" hit. With the night still young, several of the artists present put in early bids for next year's **Excess Award** at the **Pop Factory Aftershow Party** which went on into the wee small hours.

Commenting on the 6th annual awards, **Pop Factory CEO Emyr Afan said**: "Once again the quality of Welsh music is rising to the top and grabbing the headlines across the UK. We have been big supporters of both **lostprophets** and **The Automatic** since their inception, so it was very rewarding for us to see them make such an impact on the Awards. Between them they've also won a fistful of gongs at the **NME and Kerrang!** Awards this year, and done much to encourage the next wave of Welsh music successes. We're proud they've added **Pop Factory awards** to their collection and look forward to seeing the '**prophets** again at their homecoming concert at **The Full Ponty** in May".

The **Pop Factory Music Awards** is the brainchild of Wales' premier events and television production company, **The Pop Factory**, and produced in association with **Coca Cola**.

The Pop Factory Awards are televised on **Monday December 11th** in a special edition of **The Guest List** on **ITV1 Wales** at **11.20pm**.

For further details:

Joe O'Neil PR

The Welsh Office

tel: **01269 595998 / 0 7831 482177**

email: joeoneil@aol.com