

14th September 2010 – Bestival Press Love Wight Vodka

Isle of Wight, England

With a fancy dress theme and the Prodigy headlining on Saturday night, Rob da Bank's 2010 Bestival was one to remember!

14 stages of live music and awesome DJ sets entertained the 40,000+ crowd at *Bestival 2010: The Year of the Fantastic*. The Bestival crew were a busy bunch, adding last minute touches to this year's show, sprinkling their Bestival magic far and wide. Between the irresistible line-up of live acts including the Prodigy, Dizzee Rascal, Flaming Lips and Roxy Music, to the weird and wonderful fancy dress costumes worn throughout the weekend, the sold out festival at the end of our British summer was enjoyed by all.



Rob da Bank, together with his fantastic team, has been putting on the summer's 'final fling' on the Isle of Wight for the past six years. Ziggy Gilsean, Co-Promoter of Bestival commented: "Wight Vodka provided a great local product for our press party at the Plugged in Eco House at Bestival – media loved it and we all enjoyed a cocktail or two. Thanks to Ritu and look forward to working with you again in the future."

Ritu Manocha, owner of the Wight Vodka brand, said "Working with Ziggy and her team including Rob and Josie da Bank was fabulous. We focused on supporting the press parties at Bestival this year, where many a cocktail were mixed and enjoyed. It's fantastic to have the support of Rob, Josie and Ziggy, and we're looking forward to inter-mingling Wight Vodka with next year's Bestival theme and line-up!"

About Bestival

Bestival is a four-day music festival held at Robin Hill Park on the Isle of Wight. The festival has been held annually in late summer since 2004, and has grown to be the 'great finale' signifying the end of the British Summer. The event is organized by BBC Radio 1 left field DJ [Rob da Bank](#) and is an off-shoot of his [Sunday Best](#) record label and club nights. Creative Director and wife Josie da Bank and co founders and partners John and Ziggy from Get Involved team up each year to organise the event. For more information on Bestival, please visit www.bestival.net.

About 50° North

50° North are the creators of Wight Vodka. The company's spirit and enthusiasm for the ocean, coupled with the centuries-old regatta traditions of the Isle of Wight (and of course a full appreciation of superior vodka!) culminated in the creation of the world's smoothest, 42% ABV potato-based vodka. One sip of Wight Vodka will make a believer out of the most discerning connoisseur, and the company welcomes your joining a unique and elite class. www.wightvodka.com. Tack & Gybe Responsibly.