

PRESS RELEASE

Geek of the Year 2010

Time: 7.00pm

Date: Tuesday, 30th November

Location: Underbelly, Hoxton Square, N1

Special Guests: Adam Bloom
Tiffany Stevenson
Carl Donnelly
Ex Libras



Three of the UK's top comedians will take to the stage at the first annual www.geeks.co.uk *Geek of the Year* event, at **The Underbelly in Hoxton on Tuesday 30th November**.

The website's quest to determine what it means to be a "geek" is drawing to a close ahead of the gala event when the *Geek of the Year 2010* will be chosen by a panel of judges including **The InBetweeners** writer **Iain Morris**.

Fresh from the Edinburgh Fringe Festival, where she took her one-woman stand-up show *Dictators*, **Tiffany Stevenson**, will be hosting the evening.

Heading up the comedy on the night are **Adam Bloom** who has been performing sold out Fringe shows for nearly 15 years; and who notches appearances on **Mock the Week** and **Nevermind the Buzzcocks** on the bedpost of a successful comedy career.

And **Carl Donnelly** who is one of stand-up's hottest properties; described simply as "excellent" by **The Sunday Times**. He has won a host of awards including **The Laughing Horse New Act of the Year** and the **Chortle Awards Best Newcomer**.

Music is provided by risings stars of indie, **Ex Libras**. The boys have received many a mention in the likes of **Q**, **Classic Rock Prog**, **Rock Sound** and are hotly tipped for 2011. DJs for the evening include **Pipe N' Slippers** and of course, ourselves - **A Badge of Friendship!** Together we've all had the chance to spin tunes at the **Empire**, **MOJO**, **Kerrang!** and **Q** magazine aftershows.

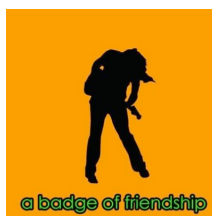
The grand winner will be named the Geeks.co.uk's **Geek of the Year 2010**; receiving a prize pack of gadgets, goodies, an editorial spot on the website and a luxury holiday worth £5,000.

The evening will feature a 1980s "geek chic" theme with and is being filmed in its entirety by **EyeSeeSound** for the website's social media channels.

Ally Millar, editor of geeks.co.uk said: "We started out with the idea that the definition of geek has changed. Traditionally, it described someone in thick black glasses with an unhealthy interest in technology and sci-fi; but this stereotype has evolved into something sexy and more mainstream. In the last few years the old definition has evaporated and to us, a Geek is simply someone with a deep interest in their chosen topic, be it film, art, music, cooking, gadgets or gaming; Geek of the Year will be a night to celebrate and reward that passion. The night is packed with some of the best comedy and music around and we have a load of special guests coming so will be a great chance for bloggers, readers, writers and, I guess Geeks, to mingle with some of the biggest players in the industries where their passions lie."

Notes to Editors

- **Geek of the Year 2010**
- **7pm Tuesday 30 November**
- **Underbelly, Hoxton Square, London N1**
- **Started in July 2009, www.geeks.co.uk has evolved from a gadgets and tech lifestyle website to covering music, film, and comedy.**
- **Headed up by a team of award-winning journalists, the site is backed by London-based digital marketing agency 7thingsmedia.**



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