

## **Directrooms.com – London’s Unique Underage Festival 2010 Set to Draw August Crowds**

*An innovative music festival for kids under 18 years old, set in London’s East End, will attract attendees from all over, boosting bookings in the few local hotels near the venue.*

July 19, 2010 (FPRC) -- The fourth outing of the world’s first annual outdoor music festival for 14 to 18 year olds kicks off at Victoria Park in London’s East End on 1 August, with an incredible line up of bands from across the music scene. Heading up are MIA, Tinchy Stryder and Ellie Goulding, together with Egyptian Hip Hop, New Young Pony Club, and many others.

Adults are strictly forbidden and tickets for the event can only be purchased by kids aged 14 to 18. Photo IDs are required for entry to the event and parents’ or guardians’ contact numbers must be on the ticket. Alcohol is strictly forbidden, as are drugs, to ensure a safe and enjoyable event.

The Underage Festival and Underage Club is the brainchild of its organiser, Sam Kilkoynne, himself only 18 years old. The last three years’ events have been completely sold out long before the festival date, and attracted youngsters from all over the UK and beyond.

Accommodation in the area is sparse, according to Direct Rooms.com, with most London hotels located in and near the city centre miles away. Booking a hotel room well in advance for this major event is recommended, and tickets can be booked through the event’s website, [www.underagefestivals.com](http://www.underagefestivals.com).

Lek Boonlert, the marketing director of DirectRooms.com, comments, “Music festivals always draw the crowds, resulting in a shortage of nearby hotel accommodation, so planning and booking ahead is sensible.”

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### About DirectRooms

DirectRooms is an independent discount hotel reservations company based in Asia. Established and online since 2000 with over 50,000 hotels worldwide.

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### Keywords

[London hotels](#)

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