

Modera CMS drives MAMA Group's Surfstock website to cater beyond Surfstock Festival

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Agency: **Elemental**



Surfstock release new social networking website by content management specialists Modera and looks to become UK's premier online surfing destination

London, 2008 ---- The MAMA Group Plc is to launch the new social media charged website for Surfstock, ahead of the annual Surfstock Festival this weekend (29 to 30 August 2008).

The new Surfstock website, built by content management software specialists Modera, aims to become the premier online destination for all surfing related news throughout the UK.

Festival-goers can visit the new Surfstock website to get information and update on the programme and the all important surfing and weather updates.

Weather updates are also able to be plugged in to users own websites, blogs and social networking sites through the use of a weather-widget.

Alec Short, festival director at Surfstock explains, "The new Surfstock website has been built by Modera in such a way that it creates longevity far beyond the two-day festival. Surfstock.co.uk will continue to grow after the festival, and will serve as the place to go for updates on what's going on in surfing within the country. "

The Surfstock was project managed by management company Million Media and features 'The Green Room,' a community section named after the feeling a surfer gets when they're in the middle of a "Tube", developed by New Visions Media.

Neil Cartwright, managing director at Million Media comments, "Through permanent features such as Beaches, Surfcast, Events, Surf Awards and The Green Room where they can interact with other likeminded surfers, both casual and professional surfers will now be able to have up to date and dedicated information that's important for them."

The Surfstock Festival, which is held in Cornwall and has been running since 2003, will feature popular bands such as Alphabeat, The Gossip and The

Heavy. Surfstock festival tickets are able to purchase directly from the website, along with casting their vote for their favourite 'Local Hero' band ahead of the festival.

"Surfstock also features other popular social networking elements such as YouTube videos and RSS feeds so users can be kept abreast of all updated information as and when it happens. A Surfstock Radio provided through last.fm will also be added to the site," says Siim Vips, chief executive officer at Modera.

----Ends----

----Notes to editors----

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For the latest line up for Surfstock see www.surfstock.co.uk/line-up.

The media spokesperson for Modera is Siim Vips, CEO.

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This press release is available in PDF, plain text and Word formats.
Photographs are available of the Modera team.

About The Mama Group

MAMA Group Plc was founded in 2002 and is a public company focused on music and media businesses.
The Group is comprised of three divisions:

- . Live Music, which includes the Barfly network of live music venues, the Hammersmith Apollo, the Jazz Cafe, the Forum and the Borderline in London and also holds interests in live music events including the Lovebox festival;
- . Artist Services, which includes artist and producer management, music publishing, merchandising and investments in recording businesses; and
- . Consumer, which includes The Fly, one of the UK's widest distributed music magazines, Campus Group, a collection of specialist media and marketing agencies working for clients interested in the student and wider youth audiences and a ticketing business.

About Million Media

Million was formed three years ago with the aim of helping artistes, labels and managers get the most from the new opportunities presented by the Internet.

It is Million's belief that Web 2.0 innovations such as Last.fm, Virb, Imeem, Netvibes and YouTube have altered forever the way artistes and their audience interact. Million assist artists design and manage their website and social network profiles to create dynamic fan communities.

About Modera

Modera is a global software company specialising in content management software development that constantly challenges the technology and clients environments to deliver superior solutions that meet expectations. Modera operates in over 20 countries including the UK, Spain, Hong Kong and the USA, with headquarters in Estonia.

Backed by 24-hour support and a vast partner network, Modera takes the hassle out of content management with its cost-effective webmaster, intranet and extranet product line. Whether taken separately or together as a complete interconnected product, these tools are fast, secure, simple-to-use modular in design making them highly flexible and are competitively priced.

Simple to install and maintain, Modera's scalable service caters for SMEs through to large organisations that require products to service bespoke individual needs. Its clients include established and well-known brands such as Citizen Watches, Group 4 Securicor (GS4) Hong Kong Express Airline, Jamiroquai.com, Nissan and The Mama Group Plc.

[You can find this press release here](#)