



COME LIME WITH US!

August, 2009

Welcome to Lime magazine – your FREE essential guide to cultural London

[Lime: a phrase used in the Caribbean which simply means a social gathering, a place where you can relax, kick-back and enjoy life with friends, family and loved ones.]

Lime magazine is all about good times and every month we'll be bringing you the best ways for you to **Lime** in and around London from a cultural perspective and here's the best bit, everybody's invited!

We want you to use this monthly publication as your first port of call for theatre and film; clubbing, food and music to events and community.

We want to celebrate London's wonderful diversity by offering readers a means to find a wealth of fascinating things to see and do - here they will find information that is not available in any other mainstream publication.

London is a vibrant city – crammed with loads to do and ways to have fun. We have managed to condense some of the best places to eat, theatre shows, concerts, films and clubs into a glossy, 48-page, travel size guide.

Lime offers the best in exclusive interviews with some of the biggest and freshest names in music, theatre, film and TV. We like to keep our finger firmly on the pulse and love showcasing exciting up and coming talent in all fields. **Lime** has no target age group and can be read by the whole family, there's something for everybody.

We take our community responsibility very seriously and we want you to feel involved no matter where you live in London, so we make a point of highlighting smaller community events alongside the bigger, established brands.

We know the economy isn't what it was here at **Lime** HQ and that's why every month we guarantee fantastic ticket giveaways and some amazing offers!

Erase the word 'bored' from your vocabulary and pick up your monthly issue now! To view the latest issue and distribution list click here: www.gotmedialive.co.uk/lime



Further Information

- To advertise in Lime, contact: Dean Serieux, head of sales: sales@gotmedialive.co.uk
- For all editorial queries: editor@gotmedialive.co.uk
- For features/press: michelle@gotmedialive.co.uk

Notes to Editors

Background

Lime was founded by three former New Nation employees. Determined to bring something fresh, fun and community-based into the market, the trio decided to draw on their combined expertise to create a publication with something to offer the whole family.

Sophia Jackson, Editor

Sophia Jackson graduated from the University of Westminster with an MA in Journalism Studies. She is a freelance entertainment journalist and editor who has written for Blink, Pride Magazine, bfm magazine, the Situation and was a listings editor for New Nation. Now, she is editor of the annual Screen Nation awards magazine and web editor for www.bfmmedia.com. In September 2008 she launched www.afridiziak.com/theatrenews - a website celebrating African-Caribbean theatre. On Friday morning's you can catch Sophia on Colourful Radio reviewing the latest African-Caribbean plays. In summer 2009 she joined forces with former New Nation employees to launch Lime magazine - a multi-cultural listings guide and Sophia is the editor of this brand new, fresh publication.

Michelle Adabra, Features Editor

Michelle Adabra is a freelance entertainment journalist and music enthusiast. A former news and entertainment reporter at the Afro-Caribbean newspaper New Nation, she has also contributed to BET Online, Myspace: The Hook Up, US website Allhiphop.com, Blues and Soul Magazine and Britishhiphop.co.uk. She has sat on the BET Best UK Hip Hop Act Award panel twice (2007, 2008), as well being a pundit on BBC Radio London, Choice FM and Colourful Radio. Branching into PR and online marketing in 2008, she has written biographies for several prominent UK music acts. In summer 2009 she spearheaded the online marketing campaign for Penguin author Patrick Neate's latest novel *Jerusalem*, from which the accompanying *Jerusalem* track and music video – performed by UK rapper Sway – became a viral smash. Michelle Adabra graduated from the University of Westminster with a BA in Journalism and Media Studies.

Zekra Rahman, Editor, Asian Features and Listings

Zekra Rahman recently joined Media Moguls, the UK's leading ethnic marketing and PR agency, bringing over four years of media industry experience to her role. She gained recognition working as the entertainment reporter for Eastern Eye, Britain's biggest national Asian newspaper for two years. Also a freelance journalist, she has appeared on BBC News 24, Press TV and Club Asia as an entertainment specialist and is a regular contributor to Asian Enterprise magazine. Previously, she worked as a press assistant at Amnesty International UK for two years. Zekra graduated from Goldsmiths College, University of London in 2006.

Lime magazine is published by Got Media Ltd