



Press Release

3rd Degree: Sir Bob Geldof Tuesday 25 April @ 8pm

Very few performers have been able to merge the world of music and politics in the way **Sir Bob Geldof** has.

From being the front man of the 70s pop group Boomtown Rats, to an anti-poverty crusader, Sir Bob has led the charge.

Despite his thriving musical career, politics is where Geldof has had his greatest success. In 1984 in an attempt to raise money for the relief of famine victims in Ethiopia, Geldof put together a group of 40 pop musicians under the name **Live Aid**. They released the chart topping single *Do They Know It's Christmas?*

A few months later he organized the Live Aid concerts, considered the greatest fund raising concerts ever.

Geldof has been nominated for the Nobel Peace prize six times, and was knighted in 1986.

More recently Bob Geldof helped organise Live 8 in 2005, a day of mega-concerts in 10 cities around the world, urging leaders of the G8 to forgive African debt and increase aid to the continent. This week we interview Sir Bob Geldof, the man, the mind, the music, the icon.

Watch **Bob Geldof** on **3rd Degree**, Tuesday 25 April, only on **e!**

For more information and pictures, please contact:

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