



O2 CHRISTMAS ADVERT HAS THE *MAGIC TOUCH* ON SARAH BAREILLES TRACK

‘WINTER SONG’ RELEASED ON iTUNES

Thursday, 17th November 2011: Fans of Sara Bareilles’ Winter Song, as heard on O2’s new Christmas commercial, will be delighted to hear that due to popular demand Sony Music has released the track on iTunes.

Winter Song, written by Sara Bareilles and her friend Ingrid Michaelson, originally featured on the 2008 *The Hotel Café Presents Winter Songs*, a compilation of both original recordings as well as classic holiday tracks sung by a line-up of female singer-songwriters. Although the song was released as part of the album, the single was never released separately, and for the first time this track is now available to purchase on iTunes (www.itunes.ie).

Winter Song provides the backing track for O2’s new 60 second Christmas advert which premiered on Irish television last Monday (7th November 2011). The advert represents all that is magical about Christmas. Opening in a Dublin suburb after a fresh snowfall, the viewer sees footprints magically appearing in the snow. As we go through the different scenes – two friends embracing at a party, a young couple making snow angels, a brother and sister reuniting – it becomes apparent that these footprints encapsulate the heightened feeling of love which we all become aware of at Christmas time.

Speaking about the advert, Jonnie Cahill, Marketing Director at Telefónica Ireland, which operates the O2 brand said; “Music is an incredibly important part of advertising and particularly O2 advertising”. He continued, “We chose ‘Winter Song’ because it really brings to life that feeling you get when you arrive home for Christmas and are reunited with your loved ones. That feeling really is the true essence of Christmas and this song communicates it perfectly”.

About Sara Bareilles

Sara Bareilles is an American singer-songwriter. Sara's debut album was *Little Voice* from which Sara received two Grammy nominations for her triple platinum selling hit single, "Love Song." The track enjoyed an astonishing 13 weeks in the Top 10 at pop radio, while the album has sold over 1 million copies worldwide, won accolades from press critics at places like Rolling Stone and the New York Times, and catapulted Sara to become one of the most interesting and promising new artists of 2009.

For more information please go www.sarabmusic.com

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