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Penshaw Bowl	500
Race for Life	3,000
Mela	10,000
Sunderland International Kite Festival	30,000
Sunderland International Air Show	650,000
NE Motor Show	30,000
County Show	30,000
Remembrance Weekend	5,000
Illumination Switch On	7,000
Xmas Ice Rink	18,000

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- '... I guess there was a time when people felt that music provided you with... a greater sense of unity, a greater sense of shared vision and purpose than it does today. And my generation, we were the generation that were going to change the world. Somehow we were going to make it a little less lonely, a little less hungry, a little more just place. It seems that when that promise slipped through our hands, we didn't replace it with nothing but lost faith...
- ... and you can kind of sit back and say, not cynically but truthfully, that maybe, maybe, all men are not brothers and maybe we won't ever know who or what we really are to each other. But I think Harry instinctively knew that it was going to take a lot more than just love to survive. That it was going to take a strong sense of purpose, of duty and a

good clear eye on the dirty ways of the world. So in keeping... his promise to himself, he reminds us of our promise to ourselves and that tonight, alongside Harry, it's that promise that his spirit would have us remember and honour and recommit to. So do something and may his song be sung.'

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How do you evaluate a joke or a song?

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populations. It may be that rock stars come from a particular part of the population who die earlier than the average American anyway. Alternatively, in some cases people may be attracted to rock music because they have mental health problems and singing about them is a kind of release. It may not be enough however and drugs overdoses or suicide may result. In any case it is not the actual rock music that kills them. (However recent research from John Moores University in Liverpool does throw an interesting light on this issue. For more on this go to BBC, 2007. *Why Rock And Roll Stars Die Young* Available from: <http://news.bbc.co.uk/1/hi/health/6976583.stm> (Accessed 15 September 2007)

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Conclusion: Can popular culture help reduce health inequalities?

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Back

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Photocredits

Front cover

a BURNS, M., 2007

About me

a This photo is of me in the mid-Sixties. I don't know who took it

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a DOCTOR BOB, 2005. Copyright free photo available from:

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Using books and magazines to tackle health inequalities

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Using comedy to tackle health inequalities

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a Copyright free photo available from: Unknown. Copyright free photo available from:
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a PHAEWILK, 2006. Copyright free photo available from:
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