

ISSUED ON BEHALF OF JASON SHANKEY

JANUARY '10

Jason factors in a new role

WORKING in an industry where image is everything, male grooming guru Jason Shankey is well used to voicing his opinions on people's appearance and style but when it comes to judging their talent it is a relatively new venture.

However for the second year in a row the Belfast business man who owns three male grooming salons including one in London's trendy Fullham area, has agreed to do just that, by signing up as a judge in Belfast's own answer to the X Factor.



The 'Y Factor' will be hosted in The Empire Music Hall, Belfast on Thursday, January 28th 2010 when 10 talented acts representing local businesses from across the province will take to the stage to win the coveted Mencap Y Factor 2010 title!

So just what does the Simon Cowell of the grooming world expect from the acts on the night?

"Well I certainly hope I won't be the Mr Nasty of the evening," jokes Jason, "last year was a lot of fun and we saw some great talent but just like then I

plan to tell it like it is and if they are rubbish I will tell them they are and have plenty to say about their presentation too.”

Jason's co-judges include Brenda Buckley of Business Eye, Showbiz guru Paul Martin, Steve Martin from Soundhouse, and Maurice Jay presenter U105.

And with Jason and fashionista Cathy Martin on board to look out for style and charisma, it isn't just the singing which will be under scrutiny.

“Last year was a great success and I am honoured to be asked to take part again and am really looking forward to it. I hope lots of people turn up on the night and support Mencap's worthy cause, “said Jason.

Ciara Gallagher, Mencap's Head of fundraising said: **“It is fantastic, especially in this challenging economic climate to see so many of Belfast's well known businesses coming out in support of Mencap. Fundraising events such as the Y Factor are vitally important to enable Mencap continue its work supporting people with a learning disability here in Northern Ireland.”**

So if you feel It's time to kick the January blues and grab some of the action call Suzy on 028 9069 0151 or suzy.mcilveen@mencap.org.uk to get your tickets

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Notes to editors

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