

## Arthur's Day

Christy Moore

Diageo Diageo have mounted a Crusade  
Creating Arthur's Day, they've suckered us into their charade  
Start 'em off on Alco-Pops tastes just like lemonade  
Get 'em into the hit while they're young and none the wiser

Diageo pump the volume up on Arthur's Day  
With The Manic Street Preachers, Primal Scream, Tom Jones and David Gray  
To flog their alcohol, they're revving the youngsters up for a  
mighty spree  
Twitter and Facebook telling them where The Mumfords 'r going  
to be

Happy happy happy happy Arthur's Day  
It's such... a Happy clappy advertising' scheme  
Drink sensibly they implore us  
As their Hosannas sound a never-ending chorus  
'N kids get hooked on the fantasies that flash before us

Arthurs Alcoholiday is coming round again  
He's the patron saint of porter canonized by the Advertising' Men  
The medics in the ambulance 'll be working overtime  
The A&E 'll be like a drunk tank in the firing line  
While Diageo goes AWOL at closing time