

Blues on Broadbeach

22-25 May 2014

Media Opportunity

BLUES ON BROADBEACH BRANCHES INTO THE SCHOOLYARD

What: Schoolyard Blues -

When: 10.00am until 12.30pm

Where: Victoria Park Stage – Blues on Broadbeach Music Festival

Quick Details:

For the first time ever a collaboration named 'School Yard Blues' will see five bands from South East QLD High Schools come together to open the main stage in Victoria Park during Blues on Broadbeach Music Festival 2014. The performance is scheduled for Friday May 23 from 10am till 12.30pm.

The idea behind 'schoolyard blues', is to build an annual event inside the Blues On Broadbeach festival to showcase some of the amazingly talented young musicians from the SE Qld area. Having showcased more formal big bands and Orchestral school groups at our Jazz Festival and Christmas Carol event, we thought it would be rewarding to give some of these performers a voice inside the event. The Blues on Broadbeach has become a great success for the Gold Coast and has been supporting local musicians for over 13 years. We would love to continue this tradition with the next generation of performers and feel that 'School Yard Blues' is a great way to start.

The Gold Coast Schools involved for 2014 are Trinity Lutheran College and St Michael's .

Just when you thought the 2014 Blues on Broadbeach Music Festival couldn't get brighter, the ultimate Schoolyard Blues is announced, featuring four of the finest High School Blues Bands in South-East Queensland opening the Victoria Park Stage on Friday May 23 at 10am.

In a festival first, the multi-award winning four day free music festival has branched into the schoolyard giving up and coming blues enthusiasts the opportunity to perform during of the largest free music events in the country.

What began as an ambitious idea by the Blues on Broadbeach team, the Schoolyard Blues concept took no time to develop with the assistance of Broadbeach Entertainment Manager Mark Duckworth and is designed to showcase the amazing talent being nurtured through the school based music curriculum.

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The bands reside within four schools, Trinity Lutheran College in Ashmore, Franciscan Colleges in Kedron, St Michaels in Merrimac each of whom are incredibly supportive of the bands that are performing.

“We had an idea to put something really unique together for the 2014 event, and were overwhelmed at not only the support from each of the schools we approached, but how quickly they agreed to be a part of our idea.” Mr Duckworth said.

He adds, “It is not every day you get to be part of the development of real musical talent and this is the ultimate way to begin the main stage of our extraordinary four day festival.”

An expected crowd of over 95,000 people will head to the Blues on Broadbeach Music Festival over four days and nights with live entertainment jam-packed throughout six outdoor stages and various venues, for what is now recognised as a signature event in Queensland.

CEO of Broadbeach Alliance Jan McCormick is proud the 2014 festival will deliver some of the best artists in the country over four huge days, whilst remaining completely free to attend.

“The Blues on Broadbeach Music Festival continues to grow every year and the incredible line-up we have put together will attract people from across the country and New Zealand to be a part of this exceptional event.”

“The addition of our amazing Schoolyard Blues certainly adds to the incredible appeal of the festival, and shows our commitment to nurturing up and coming musical talent.”

Apart from being free, what is so appealing about Blues on Broadbeach is that you can book a table at one of the restaurants or an apartment in Broadbeach and soak up the festival atmosphere and in some cases even see the main stages from the comfort of your table or balcony.

The event, one of the largest free ‘blues’ music festivals in the world, received the prestigious honour of winning ‘Best Regional Event Queensland’ and ‘Best Cultural, Arts or Music Event Queensland’ at the 2013 Australian Event Awards along with being a Top 10 Finalist in the category of ‘Australia’s Favourite Event’.

2014 marks the festival’s 13th year and organisers Broadbeach Alliance, along with major supporters, Tourism and Events Queensland and the City of Gold Coast, are certainly delivering a world-class to the region.

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Blues on Broadbeach Quick Facts:

- The Blues on Broadbeach Music Festival celebrated its inaugural year in 2002, designed to attract travellers to the Gold Coast during the quiet month of May.
- Blues on Broadbeach won 'Best Regional Event Queensland' and 'Best Cultural, Arts or Music Event Queensland' at the 2013 Australian Event Awards.
- The festival won 'Best Festival & Event' at the 2011 Queensland Tourism Awards.
- The festival was elevated to Major Event status by the Queensland Government in 2012
- More than 95,000 people attended the event in May 2013.
- Four days and nights of incredible entertainment, May 22 – 25, 2013.
- The event is entirely free.
- The event features six outdoor stages and various venues in the Broadbeach precinct.

For artist information, program, maps, transport and accommodation options visit:
www.bluesonbroadbeach.com