

For immediate release



## 2016 BLUES ON BROADBEACH MUSIC FESTIVAL ANNOUNCES BLUES MUSIC LEGEND

**ERIC BURDON** is announced to headline the 15<sup>th</sup> annual Blues on Broadbeach Music Festival driven by Frizelles starting Thursday and concluding Sunday, May 19 to 22, 2016.

Regarded as one of the 100 Greatest Voices of All Time according to Rolling Stone Magazine, Eric Burdon will close out the iconic free Gold Coast music event with his band **ERIC BURDON AND THE ANIMALS**.

The accomplished painter, author, recording artist and a traveling bluesman for over 50 years, Burdon's musical journey began in the coal-mining town of Newcastle, England, where he immersed himself in American blues and jazz.

The driving force of the Animals, Burdon helped lead the British Invasion with their first international hit, "House of the Rising Sun." A Rock and Roll Hall of Fame member since 1994, Burdon's long string of hits includes "Don't Let Me Be Misunderstood" and the Vietnam-era anthem, "We Gotta Get Out of This Place."

His psychedelic-era classics include "San Franciscan Nights," "Monterey" and the anti-war, "Sky Pilot."

Founder of multi-ethnic funk outfit War, Burdon broke new ground with "Spill the Wine."

Burdon has shared the stage with legends such as Chuck Berry, Jimi Hendrix, Jimmy Witherspoon and Otis Redding - and was cited by cutting edge musicians Patti Smith and Iggy Pop in their personal top tens.

In 2012, Burdon received hard-earned kudos from Bruce Springsteen in his keynote speech at South by Southwest. Burdon joined Springsteen on-stage and was soon back in heavy demand. An EP with garage rockers the Greenhornes was quickly followed up with the acclaimed, full-length LP 'Til Your River Runs Dry.

Driven by a new major naming rights sponsor Frizelles.com.au, the free four day music festival had an attendance of 127,000 in 2015 and delivered a staggering \$18.65 million Economic Impact to the region.

Securing Eric Burdon and the Animals for the 15<sup>th</sup> annual free event has shaped it to be the Blues on Broadbeach Music Festival not to miss

CEO of Broadbeach Alliance Jan McCormick is thrilled that the 2016 festival will deliver the most incredible calibre of artists, whilst remaining free to attend.

“The Blues on Broadbeach Music Festival continues to grow each and every year and with the line-up we are about to present – headlined by such an iconic legend as Eric Burdon, we know that 2016 will be the biggest event yet and people will fly from across the country to be a part of this unique festival.”

The 2016 Blues on Broadbeach will showcase Australian and international artists on outdoor stages and in venues throughout the beachside CBD that is Broadbeach on the Gold Coast.

“Apart from being free, what is so unique 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” said Mrs McCormick.

She adds “2016 will proudly be our best festival ever and must not be missed, and we will be announcing the rest of our stellar line-up in the coming weeks”.

Presented by the award-winning team at Broadbeach Alliance, Blues on Broadbeach is a major Queensland event winning “Best Regional Event QLD” at the prestigious 2015 Australian Event Awards and “Best Arts, Cultural or Music Event QLD” and “Best Regional Event QLD” at same awards in 2014.

The event is supported by the Queensland Government through Tourism and Events Queensland and promoted as part of the *It’s Live! in Queensland* event calendar.

The Blues on Broadbeach Music Festival starting Thursday and concluding Sunday, May 19-22, 2016, is a free event to attend.

Visit [www.bluesonbroadbeach.com](http://www.bluesonbroadbeach.com) for more information.

