

Blues on Broadbeach

22-25 May 2014

FOR IMMEDIATE RELEASE

2014 BLUES ON BROADBEACH MUSIC FESTIVAL SET TO BE THE BIGGEST EVER!

Get set for one of the biggest music events in the country, as the Gold Coast gears up for the 13th annual Blues on Broadbeach Music Festival from Thursday 22 to Sunday 25 May.

With only one week until the festival opens, 60 performers are heading to Broadbeach to deliver the longest Blues Festival program ever, featuring more than 330 hours of jam-packed free live entertainment over four huge days and nights!

A festival highlight will be the Guitar Tribute to the Blues, with some of Australia's greatest guitarists, Phil Emmanuel, DIESEL, Eugene Hideaway Brides, Kevin Borich, Owen Campbell and 8 Ball Aitken hitting the stage for an incredible one-off performance on Sunday from 3.30pm – 5.15pm.

There is so much to see and the whole event will be closed with the iconic Time of My Life band, featuring Daryl Braithwaite, Joe Camilleri, James Reyne and Ross Wilson on Sunday from 5.45pm – 7.15pm.

Organisers, Broadbeach Alliance, along with major supporters, Tourism and Events Queensland and the City of Gold Coast, are expecting record crowds of more than 95,000 to converge on Broadbeach.

Broadbeach Alliance CEO Jan McCormick says the success of the event is largely due to the friendly, relaxed atmosphere of the festival, the quality of the entertainment and the fact that it is entirely free.

"This is gearing up to be our biggest Blues on Broadbeach Music Festival ever with international and national artists performing on six outdoor stages and in 11 indoor venues across the precinct," she said.

"This is a fantastic music festival which provides locals and visitors to the Gold Coast an opportunity to enjoy everything that Broadbeach has to offer – the beaches, parks, restaurants, bars and endless variety of accommodation."

Named the Best Regional Event and Best Cultural, Arts or Music Event in Queensland at the 2013 Australian Event Awards, the Blues on Broadbeach Music Festival is one of the biggest free blues festivals in the world.

This year the festival has partnered with major sporting events to provide festival-goers with free shuttle buses to and from the NRL clash between the Titans and Warriors at Cbus Super Stadium on Saturday, May 24 and AFL's Gold Coast Suns vs Western Bulldogs game on Sunday, May 25.

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“We are continually looking for innovative ways to lessen the carbon footprint of the Blues on Broadbeach Music Festival and encourage all attendees to use our city’s public transport system as a means of getting to and from the event,” Ms McCormick said.

Available for festival-goers again this year is an interactive mobile APP for iOS and android devices, which is completely free.

The APP offers the savvy festival goer the complete music and festival experience with a vast range of features including quick links to the program line-up, band and artist profiles, performance times and locations, transport information and interactive maps.

Users of the APP will never miss a minute of a performance with push notifications sent directly to their device prior to bands coming on stage and they can even check-in directly to venues and shows and share on Facebook and Twitter.

Artist information, program, maps, transport and accommodation options are also available on the official Blues on Broadbeach Music Festival website at www.bluesonbroadbeach.com

The website also outlines comprehensive transport and road closure details along with details of parking and shuttle services to ease congestion.

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 11 venues in the Broadbeach precinct.

Road Closure information is as follows:

Surf Parade will be closed between Queensland Ave and Victoria Ave from 7pm, Thursday, May 22 through to 10.00pm, Sunday, 25 May continuously.

Victoria Ave, between the Gold Coast Highway and Surf Parade will be closed from midday Friday, 23 May until midnight Sunday, 25 May.

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Surf Parade, between Victoria Ave and Charles Ave, will only be open for access to the Sofitel Hotel from 7pm Thursday, 22 May until midnight, 25 May.

Local traffic will only be permitted into Albert Avenue during this time, with the Oasis Shopping Centre Car Park only accessible via Charles Avenue from Friday, 23 May to Sunday, 25 May.

Parking options as follows:

Broadbeach State School Oval (*entry via Old Burleigh Rd, Broadbeach*)

From 11am-11pm on Saturday, 24 May and 11am-8pm on Sunday, 25 May.

COST: \$10.00 **includes shuttle to and from event.*

Gold Coast PCYC (180 Monaco Street)

From 11am-11pm on Saturday, 24 May and 11am-8pm on Sunday, 25 May.

COST: \$10.00 **includes shuttle to and from event.*

Gold Coast Convention and Exhibition Centre (*entry via Gold Coast Highway, Broadbeach*)

All day Friday, 23 May, from 6pm Saturday, 24 May, all day Sunday, 25 May.

COST: \$10.00 per day

Oasis Shopping Centre (*entrance via Charles Ave Thursday - Sunday*)

Thursday, 22 May through to Sunday, 25 May.

COST: First 3 hours FREE, hourly rate available or \$20 per car per day.

Free shuttle

Free shuttle buses are available from Nerang Train Station to Victoria Park at Broadbeach on Saturday, 24 May and Sunday, 25 May.