



Blues
Broadbeach
22-25 May 2014

FOR IMMEDIATE RELEASE

DIVINE TIMING CREATES TWO SUPER WEEKENDS FOR SPORT AND SONGS ON THE GOLD COAST

Broadbeach Alliance, organisers of the hugely successful Blues on Broadbeach Music Festival and Broadbeach Country Music Festival have combined forces with Gold Coast Tourism, the Gold Coast Suns AFL team, the Gold Coast Titans NRL team and the Queensland Firebirds Netball team to capitalise on two weekends of extraordinary events and drive visitation from not only New Zealand from interstate and intrastate Australia as well.

It's what can be described as a tourism 'perfect storm', the annual Blues on Broadbeach Music Festival will be staged from 22 to 25 May, 2014 with an expected crowd of over 95,000 attendees converging to see the free four day festival held in the streets and in venues throughout Broadbeach. Over the same weekend, incredible timing will see the Gold Coast Titans clash with the New Zealand Warriors, the Gold Coast Suns take on the Western Bulldogs and the Queensland Firebirds match up with New Zealand's Central Pulse.

To capitalise on the mix of music and mad-sporting fans, free shuttle busses will leave from the heart of the festival to ferry spectators to and from each of the football codes, and the netball fans simply head across the road to settle in at the popular Gold Coast Convention and Exhibition Centre.

There is so much for the festival goer to see with an incredible line-up of free entertainment at this year's Blues on Broadbeach including Diesel, Russell Morris and Time of My Life Band featuring Joe Camilleri, Ross Wilson, Darryl Braithwaite and James Reyne plus organisers have secured a head-line performance from popular New Zealand band Trinity Roots on the Victoria Park Stage for the Saturday night.

The perfect timing is repeated with an expected crowd of over 30,000 heading to the second annual Broadbeach Country Music Festival from 20 to 22 June, 2014. This weekend will see the Gold Coast Suns take on Geelong and the Gold Coast Titans clash with St George Illawarra Dragons and again, free shuttle buses will leave to and from the stadiums from the heart of the unique festival headlined by Troy Cassar-Daley and Adam Harvey.

CEO of Broadbeach Alliance Jan McCormick is thrilled to be working with each of the major Gold Coast stakeholders to ultimately drive visitation to the region.

"Our music festivals grow each year with people flying from all corners of the country and overseas to be a part of our incredibly unique events, our cross promotion with national sporting codes will create the ultimate weekend for any entertainment lover and drive a huge economic impact for our city."



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She adds "With our event being free, we are not only giving fans the opportunity to fly up to watch their favourite team, but stay in Broadbeach for the entire weekend and take in a world-class music event."

Martin Winter, CEO of Gold Coast Tourism feels this is the beginning of successful major partnerships within key organisations. "This is an excellent example of collaborative marketing bringing together sport and culture to increase awareness and engagement of some of our best city assets."

Broadbeach events are incredibly unique as you can stay right in the heart of the action and soak up the contagious atmosphere of the entertainment with great views from many accommodation options throughout the precinct or head to one of the many restaurants to watch the performers on one of the outdoor stages. The ease of getting to and from the popular national sporting events with free shuttles from the heart of the festival is a masterstroke for festival goers.

The incredible 'Super Weekend's' incorporate;

Blues on Broadbeach Music Festival – May 22-25, 2014

- Saturday May 24, Titans v Warriors at Cbus Super Stadium at 5.30pm
- Saturday May 24, Queensland Firebirds v Central Pulse at GCCEC at 2.15pm
- Sunday May 25, GC Suns v Western Bulldogs at Metricon Stadium at 3.20pm

Broadbeach Country Music Festival – June 20-22, 2014

- Saturday June 21, GC Suns v Geelong Cats at Metricon Stadium at 4.40pm
- Sunday June 22, GC Titans v St George at Cbus Super Stadium at 3.00pm

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