

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

For immediate release
15 October 2020

Get Ready For Airlie Beach Live And Local This November!

Airlie Beach Festival of Music is excited to announce Airlie Beach Live & Local. A mini-festival that will be held on Saturday 7 November, allowing music lovers to celebrate on what would have been the traditional Airlie Beach Festival of Music weekend.

The event will be a down-sized, COVID-safe event at Whitsunday Sailing Club featuring ten of the festival's favourite regional artists over ten hours from 1:00pm – 11:00pm.

Airlie Beach Festival of Music founder Gavin (Butto) Butlin said he and the team were devastated having to cancel this year's festival due to COVID restrictions.

"It soon became clear through feedback we received, that many of the event's die-hard regional fans, who book accommodation in advance every year, were still intending to come to Airlie over that weekend regardless. So as restrictions began to ease the team sprung into action to see what we could create to celebrate the event on a smaller scale.

"We applied for a grant to co-fund the event through the Creative to Go program, part of the Queensland Government's [Arts and Cultural Recovery Package](#) designed to support artists and arts workers and deliver COVID-safe cultural experiences for Queensland audiences. Our application was successful and the wheels are now in motion," he said.

Mr Butlin continued, "The team and I are over the moon that we can bring Airlie Beach Live and Local to the music hungry fans of Queensland.

"2020 has been a rough year for live music and events, but it is great to see things are starting to get better in Queensland and we are so excited to be able to celebrate the festival with some of our favourite artists."

The event will be headlined by energetic blues-funk, hip-hop Gold Coast 5-piece band The Wayward Sons. The Wayward Sons were the winners of the 2017 Passport to Airlie national band competition which was created by festival organisers to uncover the best emerging original artists from around the country.

The line-up will also be made up of a talented mix of local and Mackay-based artists including Gypsy Soldiers, Rollercam, Rebelquin, Lloyd Saunders, Left of Centre, Kieran & Kaedan McCarthy, Cactus, Jolly Jingo & The Moonlighter and the Mudcats.

Tourism Whitsundays Chief Executive Officer Tash Wheeler said the Airlie Beach Festival of Music is a highlight on the Whitsundays event calendar each year.

"During the Airlie Beach Festival of Music the town comes alive! There is an electric buzz to the atmosphere. I know it was a really tough decision for the team to have to cancel, as so many businesses rely on the visitation it brings over that weekend.

"I think I speak for many attendees of previous festivals and our tourism community when I say how excited I am that Airlie Beach Live and Local is happening!

"The Airlie Beach festival is a key driver of visitation to the region throughout this time of year. Year after year the festival continues to grow, which in turn brings more and more visitors to experience The Whitsundays.

Tourism Whitsundays

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Tourism
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"I want to commend Butto and his team for their determination and hard-work," she said.

Ticket numbers will be limited to 500 and available for \$25 presale via the festival website www.airliebeachfestivalofmusic.com.au.

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About Tourism Whitsundays: *Tourism Whitsundays (TW) is the organisation responsible for destination marketing and visitor attraction for the Whitsunday region. It is the lead agency recognised by Tourism and Events Queensland and the Whitsunday Regional Council to lead the promotion of the region as a tourism destination. Tourism Whitsundays markets all aspects of the region including the Great Barrier Reef, Whitsunday Islands and Coast, accommodation, boating and sailing, fishing, touring, recreational activities, adventure, dining, shopping, weddings and honeymoons, conferencing and business events.*

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