

**Media Alert:**  
For immediate release



January 2019

## **NEW FESTIVAL WITH A BOLD DIFFERENCE MAKES EMERGING AUSTRALIAN MUSICIANS A PRIORITY**

A festival with a fresh new approach, not previously seen before in Australia, has been announced for October this year in rural Queensland. Woop Woop Festival aims to re-define the multi-day music festival format with a theatrically immersive and highly styled event experience, with a strong emphasis on supporting and promoting Australian musicians and performing artists.

Woop Woop Festival Organiser, Angie Sellars explains “When we decided to stage this festival we felt strongly that, as a core element, we should showcase the amazing emerging talent that Australia has to offer. We want the Woop Woop Festival to become synonymous with celebrating the energy of the Australian creative communities and hopefully assist many in furthering their careers”.

Woop Woop Festival recently opened the first round of their Music Search up for voting, encouraging the public to vote for the artists they wish to see perform at the festival. “We feel there is a huge pool of talent across the country just waiting for their chance to shine and we’d like to be known as a festival making emerging talent a priority.” Ms. Sellars said.

With over 80 performance slots available, a substantial portion will be provided to emerging Australian bands, groups and musicians of all genres. Round two of the Woop Woop Music search is now open for entries. Head to [www.woopfest.com.au](http://www.woopfest.com.au) for details on how to enter.

Woop Woop Festival’s main point of difference is that it has a central narrative. A festival format gaining immense popularity in the United Kingdom and Europe, Woop Woop Festival is the amongst the first to bring immersive theatre to the Australian music festival scene.

While some festivals incorporate theatricality into their experience, Woop Woop Festival claims to take it to “a whole new level”. Ms. Sellars describes the experience as “an enormous outdoor theatre with dozens of actors, dancers and street performers enacting a story that unfolds over four continuous days”.

Ms. Sellars commented on the relationship between the name Woop Woop and the festivals central narrative. “Woop Woop is affectionate Australian slang for both ‘the middle of nowhere’ and a mythical outback town. To enhance the immersive experience, we are building this mythical town in the Queensland outback. Guests can expect amazing Australian musicians across multiple stylised stages, themed street parties, swashbuckling frontier saloons and what will become our iconic mysterious clock tower which is central to

celebrating the Woop Woop story”.

The narrative combines great music, myth, romance, fable and fantasy into a unique experience that is expected to capture people’s imagination and become an event destination in the Australian Festival landscape.

‘Woop Woop Town’ will literally rise from the dust on a cattle station 45km South of Roma, Queensland on the Queen’s Birthday long weekend from 4<sup>th</sup> – 7<sup>th</sup> October 2019.

The organisers are offering four-night camping tickets and day trip tickets will also be available. The Festival is dog friendly with a dedicated camping area for those wishing to bring their furry friends.

There are a variety of ways to get out “Woop Woop” with good roads, a regular bus service and multiple daily flights to and from Roma Airport.

Discounted Early Bird Tickets are on sale now for a limited time.

For further information head to the Woop Woop Festival website [www.woopfest.com.au](http://www.woopfest.com.au)

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## **EVENT DETAILS:**

Name: Woop Woop Festival

Date: 4-7 October, 2019

Location: 46kms outside of Roma, Queensland [on a rural Cattle Station]

Ages: All ages welcome

Price: Early Bird discounted tickets \$220 (Adult)

Tickets: [www.woopfest.com.au/tickets/](http://www.woopfest.com.au/tickets/)

## **ABOUT**

Woop Woop Festival 2019 is produced by KWK Entertainment Pty Ltd, an event and show production company based on the Gold Coast in Queensland Australia.

The Creative Director is Angie Sellars, a Roma born Queenslander who is passionate about supporting new and emerging Australia musicians and has a love of the open expansive landscapes of the Maranoa Region in which she grew up. Angie’s creativity is supported by David Hossy, a veteran of over 25 years in the event industry as a technical supplier and manager.

## **CONTACT**

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