

Media Alert:
For immediate release



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A NEW DESTINATION EVENT ARRIVES FOR QUEENSLAND'S 'BIG SKY' COUNTRY

A festival with a fresh new approach, not previously seen before in Australia, has been announced for October this year. Woop Woop Festival aims to re-define the multi-day music festival format with a theatrically immersive and highly styled event experience, which is expected to bring Australian and international music loving travellers and tourists from far and wide into beautiful rural Queensland.

Woop Woop Festival Organiser, Angie Sellars explains “When we began creating this event, we felt we needed to stage it against a backdrop which was ‘pure Australia’ and what better area than the Maranoa region, on the edge of the Australian outback.

The term ‘Woop Woop’ is affectionate Australian slang for both “the middle of nowhere” and also a mythical outback town. We want our attendees to feel connected to the land in an authentic setting and again, what could be better than a working cattle station? We are looking forward to welcoming music lovers and campers onto this beautiful vast property” says Ms. Sellars.

The Woop Woop Festival will bring fresh Australian music and a street party atmosphere together under the central theatrical narrative of a bold frontier town trapped in time. Over the four days, attendees can expect to be treated to an immersive experience never before seen in Australia.

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”.

“We wanted to build the mythical town of Woop Woop in the Queensland outback. We are lucky that the land owners also share our vision. This allows us to build permanent structures on the property. After all, a town isn’t something you can easily put up and take down the following year and we wish to continue growing Woop Woop Town year after year.” Ms. Sellars said.

The Woop Woop experience is staged within a highly styled theatrical environment

supported by performance and spectacle provided by a full cast of characters and dancers. It is suggested that street parties, swashbuckling frontier saloons around a central mysterious clock tower and hill top story telling will celebrate the central Woop Woop narrative which is described as an epic adventure story scattered throughout time.

The narrative combines great music, myth, romance, fable and fantasy into a unique experience that is sure 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 4th – 7th 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

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/

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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