



MEDIA RELEASE

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SURF AND TWANG ROCK INTO REDLANDS FOR RETURNING ROCKABILLY REVIVAL

Celebrating the music and style of yesteryear, Cleveland will once again play host to thousands of retro rock fans and pin-up gals for the Redlands Rockabilly Revival #2.

The Redlands Rockabilly Revival will transform Cleveland Showgrounds into a hub of rocking tunes, pin-up fashion and chromed-up cars on Sunday 12 March 2017.

The event, now in its second year, is presented by Robot Productions – the company behind the wildly successful GreazeFest Kustom Kulture Festival, now in its 18th year.

Supported by the Redland City Council, the lively one-day event is expected to draw up to 10,000 fans from around the country.

Robot Productions Director Lori Lee Cash said the Redlands Rockabilly Revival would feature an exciting line-up of Australian bands and DJs, specialty market stalls, barbers and hair stylists, a stunning pin-up parade and a gourmet food village, alongside a dazzling display of hundreds of hot rods.

“We are honoured to be invited back to Redlands to stage this one-day festival and add more colour and style to the Queensland events calendar for the Autumn season,” Ms Cash said.

“Rockabilly is a cross-generational genre of music that everybody enjoys, from grandparents to grandkids. It has an infectious beat that is very catchy and makes you want to dance.

“Beyond the music, hot rods and fashions, it is a very social scene that gathers together people with similar interests in a very safe, family-friendly environment. You can bring the whole family along and everyone will enjoy it,” she said.

The Redlands Rockabilly Revival will provide hot rod enthusiasts with an opportunity to show off their restored pride and joy, while fashion fans can enjoy the pin-up parade, or even receive their own rockabilly make-over.

Redland City Mayor Karen Williams said hosting the festival in the Redlands aligned with the Council's focus on bringing cultural events to the region.

"Events such as the Redlands Rockabilly Revival help bring considerable economic and social benefit to local businesses and the wider community.

"Redlands is growing as an attractive event destination and with such a successful event last year, we are proud to support the Redlands Rockabilly Revival on its return to the district," Cr Williams said.

Headlining the Redlands Rockabilly Revival are Sunshine Coast stars, A Band Called Twang, who have risen to the tip of the top in the rockabilly scene in Australia. Their original repertoire combines rockabilly and Americana music with their own exuberant style, which is sweeping people off their feet.

Resurrecting instrumental hits from the 50s and 60s, Lovejoy Surf always creates a foot stompin' good time. A family-band, lead guitarist Arnold Lovejoy and offspring Jeff Lovejoy (guitar) and Kylie Lovejoy (bass) are very established identities in the Australian music scene.

Event goers should definitely don their dancing shoes because the fun doesn't stop there. Joining A Band Called Twang and Lovejoy Surf, are The Hi-Boys, Little Billy, The Haymakers and DJ Leapin' Lawrie.

With Cleveland Showgrounds providing a perfect setting for a big rockabilly day out, revellers will find plenty of space for dancing in the concert plaza, while a gourmet food village will boast plenty of tasty options to refuel and relax in the shaded seating area.

One of the world's most attractive and exciting subcultures, the rockabilly scene was born in the 1950s when Elvis Presley combined rhythm 'n' blues with country music and created a brand-new sound that changed music forever.

Rockabilly has continued to thrive and Queensland's scene is one of the strongest in the world, with Brisbane's GreazeFest attracting more than 10,000 revellers annually.

"Our goal is to produce events such as the Rockabilly Revival to maintain a calendar that ensures the scene's longevity. We invite all newcomers and day-trippers to try out our culture and enjoy its attractions, and also add to the community with their own style," Ms Cash said.

Event Details – Redlands Rockabilly Revival

Date: Sunday March 12, 2017

Time: 10am to 5pm

Venue: Cleveland Showgrounds, corner Smith & Long Street Cleveland QLD

Cost: \$15 adults, \$10 hot rod drivers, kids under 16 FREE

Entertainment: A Band Called Twang, The Hi-Boys, Lovejoy Surf, Little Billy, The Haymakers, DJ Leapin' Lawrie

Details: www.rockabillyrevival.com.au or www.facebook.com/rockarevival

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