MEDIA RELEASE

Wednesday, 11 March 2020

BEST AUSTRALIAN MUSIC TO FEATURE IN NEW BLUE MOUNTAINS FESTIVAL

A new three-day festival curating performances from *The 100 Best Australian Albums* is heading to the Blue Mountains.

The NSW Government via its tourism and major events agency Destination NSW has secured *The 100 Festival*, which will take place annually in the Blue Mountains from 2020-2022.

Minister for Jobs, Investment, Tourism and Western Sydney Stuart Ayres said it’s a major win for the region.

“People typically visit the Blue Mountains for its breathtaking scenery, natural landmarks, bushwalks and cultural attractions. Today’s announcement further reinforces why this region is a must-visit destination, with *The 100 Festival* adding to the incredible breadth of experiences on offer in the Blue Mountains,” Mr Ayres said.

“We expect that over the three years, *The 100 Festival* will attract more than 12,600 visitors who will stay more than 27,500 nights and spend more than $4.65 million.

“Unique events like this are crucial for driving visitation to regions right across NSW, which is not only beneficial for local businesses and tourism operators, but the State’s economy.”

The three-day festival will curate performances annually from *The 100 Best Australian Albums* – a compendium of the best rock and pop albums of the past 50 years. It will feature ticketed music performances across dozens of venues, as well as a range of free street activations.

Festival producer Adam Zammit said, “Groundbreaking works from artists like Midnight Oil, AC/DC, You Am I, The Go-Betweens, Richard Clapton, Geoffrey Gurrumul Yunupingu and Courtney Barnett will be examined, performed and re-interpreted in a festival that celebrates the sounds and sights of Australia.

“The festival will showcase Australia’s rich history in music documentary, short film and video clip works, as well as a merchandise and vinyl swap meets and markets, in addition to photographic and poster art exhibitions. *The 100 Festival* will also feature talks from Australia’s music makers, filmmakers, directors, producers and composers exploring the key role Australian music has played across Australian Culture over the decades.”

*The 100 Best Australian Albums* author John O’Donnell said, “Toby Creswell, Craig Mathieson and I are really excited to see our writing live-on in *The 100 Festival*. To now see our book as the foundation of this vital multi-media festival only continues to show the power and reach of Australian contemporary music and the impact it has on our culture.”

For more information, visit [www.the100festival.com](http://www.the100festival.com)