

MEDIA RELEASE

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MUSIC SA RACES FOR THE STAGE

Embargoed 1:00 pm Friday 4 November 2011

Music SA are pleased to announce its partnership with the SA Motor Sport Board, and Nova 91.9FM to present Bands On Track - a showcase of great SA music over 4 days and nights as part of the Adelaide Casino Live Large Concert Series at the Clipsal 500 Adelaide in March 2012.

Daniel Randell, General Manager Music SA announced today *“Six race-ready bands will qualify for a starting lineup on the Adelaide Casino Concert Oval Stage Thursday March 1. The first two bands on the grid are folk-rock heroes The Beards, and action-rock powerhouse Tracer”.*

The Beards are famous for writing and performing songs about beards. They have recently completed a sold out Australian tour promoting the first single 'You Should Consider Having Sex With a Bearded Man', from their upcoming third album 'Having A Beard Is The New Not Having a Beard' (released in Australia March 2012), while rock powerhouse Tracer are currently on a 32 date European tour in support of their debut album 'Spaces In Between' (Cool Green Recordings). Both bands are looking forward to performing to a home crowd at the Clipsal 500 in 2012.

YOUR BAND ON TRACK?

Bands On Track will provide the opportunity for great SA bands to open the Clipsal 500 Concert Stage on Friday March 2, Saturday March 3, and Sunday March 4. That's right! Your band could win a paid performance, sharing the stage with Wynter Gordon and The Potbelleez (Friday), INXS (Saturday) or The Living End (Sunday).

Five bands will be selected to compete for each performance opportunity, with the race-off being held at Fowler's Live in January 2012. The winning acts will deliver their best live performance to an audience of thousands, with full concert production, backstage rider, and guest tickets thanks to Music SA and Nova 91.9FM. Bands wishing to perform can apply now at www.bandsontrack.com.au

Music SA General Manager Daniel Randell said *“We are delighted to be working with Clipsal 500 on this exciting new initiative. SA has some of the best talent in the country and we can't wait to see them perform on the Adelaide Casino Concert Oval Stage.”*

South Australian Motor Sport Board Chief Executive Mark Warren added *“As South Australia's largest annual ticketed sporting event, the Clipsal 500 Adelaide is also one of the State's largest music festivals with four on circuit concerts free to race fans. The association with Music SA for the “Bands on Track” concert at the 2012 event further expands the role of the Clipsal 500 Adelaide as part of South Australia's heritage as the leading festival, music, arts, and sport State and is a great initiative promoting local talent”.*

Nova 919 Music Director Amanda Lee said *“NOVA 919 is thrilled to be part of the Bands on Track Initiative that not only showcases the amazing talent that we have here in South Australia but also gives artists the opportunity to be discovered . Who knows - we might even find the next Powderfinger or Hilltop Hoods.”*

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