

Joint Media Release

10 November 2016



Shepparton, get ready to shake - 50's style!

The brand new Shepparton Shake-Out 1950's Lifestyle Festival will be held at the Shepparton Showgrounds on Friday 3 to Sunday 5 February 2017.

This international event has something for everyone with classic hot rods and movie cars, fashion parades, food stalls, bars and dancing with headline overseas rockabilly acts performing the greatest hits from the 1950's.

Some of the worldwide bands performing include Gamblers Mark and Alex Vargas from the USA, The Vargas Bros, CC Jerome from the Netherlands, Shorty Jenson and Racketeers from Belgium and Australia's own Pat Capocci, plus Record Hops featuring top DJ's and more.

This three day event is proudly brought to you by Rockabilly King Productions, Greater Shepparton City Council and Shepparton Show Me.

Rockabilly King Productions Event Director Arthur Matsakos said "we are very excited to be able to bring all of the best Rockabilly and Rock and Roll talent in Australia, to this amazing venue in Shepparton. When we ran the festival idea past performers in USA and Europe they were blown away and committed there and then to be the first International acts at the Shepparton Shakeout.

"Supporting the event will be many movie cars for the kids, 50s lifestyle traders and food vendors with retro flavours. Classic car drivers and schoolchildren receive free general admission and I encourage everyone to take advantage of the earlybird ticket price, jump onto the website and book early.

"This festival has the potential to be the biggest event of its type in Australia and to be held in Shepparton is a testament to the drive and initiative of the local council and their event staff," he said.

Greater Shepparton City Council Director Sustainable Development Johann Rajaratnam said "this is the first time Shepparton will see an event like this, and we are excited to introduce something new to our region.

"The event has already received lots of interest and is looking to bring thousands of visitors into our community further increasing tourism, visitation, liveability and local spending, which is all a stimulus for our local economy.

"Our team are working hard to bring the biggest and best events to Shepparton and we are hoping the Shepparton Shakeout will become an iconic event for the region in the years to come. I encourage everyone to check out the website and come along," he said.

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Media releases can be viewed online at www.greatershepparton.com.au

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Shepparton Show Me Chairman Simon Quattrocchi said "the SSM committee are excited to be part of this iconic event for Shepparton. The Shepparton Shake-out 1950's will be an invigorating event for this region bringing international bands and attracting visitors from across Australia. A chance to dress up. It will be a great opportunity for the local businesses to take advantage of the increased visitors to Shepparton."

Tickets are on sale now for an earlybird price ending 1 January 2017. Visit www.sheppartonshakeout.com.au or www.greatershepparton.com.au for more info.

Media note:

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