

Media Release

Tuesday 14 May 2019



'Land Of Plenty' announces stellar inaugural line-up

Greater Shepparton City Council, in partnership with Shepparton Show Me and Red Hill Entertainment are excited to announce the 2019 Land of Plenty music festival line up featuring ARIA award winning and Triple J Hot 100 featuring artists.

Illy

Briggs

Alex The Astronaut

Slowly Slowly

Ocean Grove

Tones And I

Elliott

Jack Botts

Heard Instinct Collective

+ Second headliner, more acts and DJ's still to be announced!

TICKETS ON SALE:

THURSDAY 16 MAY, 9AM AEST

\$99 (General Admission)

\$149 (The Big Apple VIP package)

www.landofplentyfestival.com

When the brand new **LAND OF PLENTY** festival was announced two weeks ago we were promised some of 'Australia's Hottest Bands' and they've certainly delivered with part 1 of their stellar line-up. All of this plus art displays, carnival rides, food trucks, market stalls, and, rumour has it, there is still a second headliner, more acts and DJs yet to be announced.

Artist profiles

Headlining the event will be one of the Australia's smoothest MC's and exciting live acts, **ILLY**. ILLY's most recent album came in at number one on the ARIA charts and was also nominated for six ARIA awards (including winning Best Live Act). ILLY's lauded career spans five albums, multiple platinum and gold selling single and countless sold-out live tours.

PM in-waiting **BRIGGS** will also be coming to Shepparton, the place he was born and raised to bring the fire and the celebration. Undoubtedly one of the country's most diverse talents in media, music and comedy, BRIGGS is soon to release his fourth solo album having spent the past few years touring alongside the likes Ice Cube, Ice T, 50 Cent, The Hilltop Hoods and Paul Kelly - as well as releasing 2017's multi award-winning A.B Original record 'Reclaim Australia'. As well as dominating music, BRIGGS is also continuing his on-screen work (Black Comedy, The Other Guy, Cleverman, The Weekly) - and of course his off-

Media Enquiries Nicole Zurcas (03) 5832 9580

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

Media Release



GREATER
SHEPPARTON

Tuesday 14 May 2019

screen work as a show writer for American TV icon Matt Groening's new Netflix series Enchanted.

ALEX THE ASTRONAUT was a student when she released her debut EP To Whom it May Concern in early 2017. Living in New York on a soccer scholarship, she spent her days studying science and writing songs in her dorm. Now things are different. She's sold out her own tours and a co-headline national tour with Stella Donnelly, played UK's The Great Escape, Primavera in Spain, Spin Off Festival, Splendour in the Grass, and Manchester's Neighbourhood Festival. She's had appearances in triple j's hottest 100 and 200 ('Not Worth Hiding' coming in at number 23!), recently featured on Like a Version with SKEGGS and is soon to head off on another tour of the UK and Germany. With new music rumoured for later in the year, Alex the Astronaut is sure to be a crowd sing-along highlight of Land of Plenty 2019.

SLOWLY SLOWLY are quickly gaining recognition as a must-see live act selling out shows right across the country. They're current single 'Jellyfish' is one of the most-played songs on triple j and they recently supported the Red Hot Chilli Peppers on their Australian tour. Right now they are touring arenas across Australia with Amy Shark, continuing to win more and more fans.

Without officially releasing a song, **TONES AND I** was already selling out venues with packed rooms full of fans singing every word of her unreleased music. Within the first hour of uploading her debut single, 'Johnny Run Away' to triple j Unearthed, Tones And I was receiving five star reviews from the triple j team and premiered on Home And Hosed that night. Within the week, the single was added to triple j high rotation. In March Tones And I announced her first ever headline tour and within days had sold out all shows. Due to high demand a further seven dates were added in Melbourne, Sydney and Brisbane, which sold out a week later. With her unique voice and addictive choruses, Tones and I has swiftly gone from busking on the streets of Byron to having over 4 million streams to her name and now she's headed to Land of Plenty in Shepparton.

One of the most-respected and exciting heavy acts in the scene, **OCEAN GROVE** visits the best of the Beastie Boys, Silverchair and Korn whilst still being uniquely their own. Their debut album 'The Rhapsody Tapes' landed Feature Album of the Week on triple j ahead of its release and was awarded a flawless 5-star review by Hysteria Magazine who declared it "one of the most amazing feats in Australian music". They've played Splendour in the Grass, were one of the highlight acts at this year's UNIFY Gathering and with new music on the way, expect Ocean Grove to bring the melody and might to the Shepparton Showgrounds come November 2.

ELIOTT is an impressive new Melbourne-based artist and most-certainly one to watch. So far in 2019, she has performed in arenas and theatres across the country supporting Matt Corby and is currently on tour with breakout artist Dean Lewis. Elliott has received rave reviews from the likes of Clash Music, Indie Shuffle and MTV, as well as being featured as Apple Music's New Artist of the Week. Her debut EP is a perfectly crafted product, which belies her youth. A perfect example of classic song writing blended with accomplished production, her songs have the ability to take your breath away with their honesty, nostalgia and emotion. Pairing with in-demand producer Jack Grace, Elliott has found her voice, and the rest of the world is sure to follow as news of Australia's newest star spreads.

JACK BOTTS is breath of fresh air out of the Northern Rivers of NSW, creating a brand of surf folk drenched in depth and substance. The release of his debut EP 'Summer Nights' showcases this in droves, with each of the 4-tracks taking you on a journey through all the feelings garnered from those moments spent under the warm cover of darkness. His sound

Media Enquiries Nicole Zurcas (03) 5832 9580

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

Media Release



GREATER
SHEPPARTON

Tuesday 14 May 2019

is perfect for bringing those coastal road trip vibes to life, and his live shows are no different, ranging from bars, venues and festivals, to busking on the streets across the Australian coastline. Expect big to hear big things for Jack Botts in the very near future.

HEARD INSTINCT COLLECTIVE are a crew of young artists hailing from Shepparton, Numurkah and Echuca in north east Victoria, who take you on a lyrical journey from their roots in Yorta Yorta country, to African and gospel inspired hip hop, to the smooth vocals and soul of the Pacific Islands. Flavoured with self-produced beats, lyrics and rhymes, with catchy hooks and moves, and a good dose of straight up swagga, these are some of the freshest and most exciting new talents emerging in the region. With Shepp based mentor and respected hip hop artist 1/6 at the helm, the Heard Instinct Collective is Vince the Kid, Rivity Rascal, Madi Colville Walker, Ree Peric, Flexing Twice, AA Dancin Fever, Lasi Simaika, TheRealKingRose, Brickly B and Jonathan Safari.

Background:

Land of Plenty is a brand new one-day, all-ages major music festival taking over the Shepparton Showgrounds on Saturday 2 November. As well as showcasing some of Australia's hottest bands and DJs, Land of Plenty will also host art displays, market stalls, gourmet food vans and carnival rides. Land of Plenty has something for everyone and encourages fans and music lovers of all ages to attend.

Greater Shepparton City Council and Shepparton Show Me proposed an Expression of Interest for parties to be involved in organising a large-scale music event in Greater Shepparton. Following a selection process, RED HILL Entertainment was chosen by Council based on their experience and expertise in creating iconic music events. Greater Shepparton is located in north-central Victoria, only a short two hour drive north of Melbourne. Shepparton and the surrounding areas offer affordable accommodation and public transport to and from Melbourne. There's lots to see and do start your trip today at VisitShepparton.com.au

RED HILL Entertainment is owned and operated by two of the fastest growing music and events companies in Australia – THE HILLS ARE ALIVE GROUP (THAA GROUP) and UNIFIED MUSIC GROUP (UMG). Together under RED HILL the two companies also own and host Australia's leading heavy music camping festival, "UNIFY Gathering".

Assets for media

[ANNOUNCE POSTER ARTWORK](#)

[ARTIST PHOTOS](#)

[EVENT PHOTOS](#)

Media Enquiries Nicole Zurcas (03) 5832 9580

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