

Media Release

April 2020



Land of plenty is back!

Greater Shepparton City Council in partnership with Shepparton Show Me and Red Hill Entertainment are pleased to announce the much-welcomed return of Land of Plenty for its second year running.

The single-day all-ages major music festival is planned to be held at the Shepparton Showgrounds on Saturday 31 October 2020 and will feature a stack of all-star bands and artists plus a truly wholesome and exciting atmosphere for music-lovers of all ages.

Following an incredible response in its debut year, Land of Plenty will be back bigger and better in 2020. As a destination festival, get ready for Australia's top bands and hottest up and coming artists to take over Shepparton for a day filled with live music, art displays, market stalls, gourmet food vans, carnival rides plus stacks more.

Land of Plenty is the festival for music lovers, made by music lovers and welcomes fans of all ages to attend.

There is no word yet on who'll be gracing the lineup for 2020, but there's certainly a lot to live up to if last year's instalment, seeing fans entertained by the likes of Ocean Alley, Illy, Tones and I, Briggs and Alex The Astronaut, is anything to go by.

While the line-up is still under wraps, there'll be a diverse range of genres from hip hop, through to rock and indie, with the all-star headlining acts featuring a number of times in previous triple j Hottest 100 countdowns, including the best songs of the decade! It's set to be a huge day and tickets are sure to be snapped up quicker than ever.

"In response to the COVID-19 virus and the Federal Government's ban on public gatherings, and in these unpredictable times, we want fans, music lovers and festival goers to have something to look forward to. As such, if it is safe and approved to do so, Land of Plenty will go ahead on Saturday 31st October and we can't wait to welcome everyone to Shepparton for a day of music, dancing and fun times. For now let's do everything we can to stay safe, look after each other and help each other through these challenging times. Keep on washing your hands, turn up the music and don't forget to keep grooving, dancing and smiling (while social distancing)".
- Land of Plenty

Greater Shepparton City Council Mayor Seema Abdullah said the festival would be something the region can look forward to.

"During this time it is important that our region stays strong and positive. The Land of Plenty Festival was a highly anticipated event last year and its return gives everyone something to look forward to," Cr Abdullah said.

"Council and Shepparton Show Me are delighted to once again partner with Red Hill Entertainment who successfully hosted the festival last year and brought some of the

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nation's best artists together with local performers for a once in a life time performance."

Event Background:

In 2018, 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 a lot 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".

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