

MEDIA RELEASE
17.02.09

Put your logo or event name in the top right corner

ARTSYAKKA
Many hands make arts work

Always identify the document as a media release and include the date

Catching headline (helps to include town name)

Paragraph 1: [Start with who, what, when, where, why.] eg: Aspiring performers of [region name] will have the opportunity to experience first-hand the exciting world of [event concept] when X Company comes to [town] on [date].

Paragraph 2: [describe the event briefly – media release paragraphs are short, sharp, to the point and no more than 3 sentences long].

Paragraph 3: [Add a couple of lines about the event's newsworthiness.]

Paragraph 4: Introduce a person to make comment on the event, for example:

Brisbane Valley Arts Council President Andrea Oxenford said the event should be great fun.

'The Arts Council have been working hard to make this yet another enjoyable and enlivening event for the whole town,' said Ms Oxenford.

'We hope to see everyone getting the most out of the music, dancing and markets on the day,' she said.

Paragraph 5: The event was secured and organised by [include your organisation name here] and funded with assistance from [xx] and support from [xx]

Paragraph 6: [Include two or three lines about the artists/ organisation/ event. This is where you can put non-essential but interesting detail] Always wrap up the release with a sentence that sums up what the reader might experience attending this event.

Bookings for [event title] are available now for [price] from [ticket agent] on [contact details].

For more information about [Event] phone XXX or visit www.xx.xx

Ends

Event title:

Date and time:

Venue:

Price: \$xx per participant; \$xx QAC Members

Tickets: [how to book]

Always a good idea to repeat your event information

This indicates where the release ends; you can put additional information that is not intended for publicity below

For further information, images and interviews contact Jo Blogs, Community Liaison Officer, Village Festival on 07 1234 5678 or blogs@org.au

Notes to the Editor:

- List any additional background information that may explain the wider context of the event

Always provide contact details so that the media can contact you with more questions

Have a look at our finished example on the next page

Home-grown oddballs on tour in Queensland

Queensland Arts Council's **Ontour onstage** presents
The Kransky Sisters *Three Bags Full*

The Kransky Sisters are back home from sell-out performances in Europe and Asia to point their travel-worn trunks towards more familiar ground. Queensland Arts Council will soon present the trio's all new show *Three Bags Full* as part of the **Ontour onstage** 2008 season, chortling through regional Queensland from Tuesday 22 July – Tuesday 12 August.

The Kransky Sisters are taking their beloved red Morris on a nostalgic road-trip weaving between inland and coastal towns all the way from Nambour to Atherton, unpacking a stirring assortment of songs and stories in 16 regional towns, including their hometown Esk.

The trio typically performs a plethora of uniquely fashioned popular songs that, if not original, they learnt from listening to a crackly wireless in the old lounge room of their antiquated family home. The Sisters' current favourites include the Bee Gees, Grace Jones, Talking Heads and Devo. Proud owners of a suite of musical utensils, including the kitchen pot, toilet brush, keyboard, musical saw and tuba, they form an offbeat yet highly successful musical ensemble.

The Sisters have slightly barmy views on rural life and love sharing peculiar stories from their road-trips. Spokesister Mourne insists that on the road, a healthy diet is all-important.

"We always make sure we take a full meat safe and a bucket of oats for our morning porridge or any stray horses we might encounter on our travels," says Mourne Kransky.

This close-knit family of unlikely entertainers and their odd-ball music is well-known to Queenslanders for their appearances on SBS's *In Siberia Tonight* (2004, 2005). They also appeared on ABC's *Spicks and Specks* with Adam Hills, playing their intriguing, highly individual version of *Highway To Hell*. Most recently, the Kransky Sisters appeared on ABC's *The Sideshow* and the BBC series, *Comedy Shuffle* (2007).

They are winners of several awards including The Melbourne Age Critics' Choice Award, Green Room Award and the Australian Live Entertainment Mo Award for their performance *We Don't Have Husbands* and most recently, their performance *Heard It On The Wireless* earned them a Bank Of Scotland Herald Angel Award for Excellence in the Edinburgh Fringe Festival of 2006.

The Esk-ian Kransky Sisters have entertained audiences in Australia and New Zealand, and in the U.K, Holland, Sweden, Singapore, and later this year will tour to Germany and further through the Netherlands. Queensland Arts Council and these three unusual siblings invite Queensland audiences to help them unpack their bags during 16 nights of off-beat entertainment from late July to early August.

"If Dame Edna ever retired to the Outback and procreated, the result might be something like the Kranskys." **The Scotsman, Edinburgh 2006**

"The Kransky Sisters are three blissfully deadpan characters, who are blissfully unaware of why they are funny." **ABC Comedian Adam Hills**

"This unstuck comic creation is bizarre and precious."
The Age, Melbourne 2006

"The Kranskys are an absolute delight. The women behind the Kranskys have succeeded in creating a perfect self-contained parallel universe rich with possibilities. The cult starts here."
Edinburgh Chortle 2006

END RELEASE

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ITINERARY AND TICKET AGENTS

AUGUST

Sat 9 Ingham Picture Theatre

Tickets: Piotto's Music, Gifts & Casket 4776 2315

Sun 10 Innisfail, Conservatorium Theatre 6.30pm

Tickets: Larsens Newsagency, 4061 1028 or

CRACA (Tully), 4068 2589

Tue 12 Atherton, Yungaburra Community Centre

Tickets: Jester's Court, 4091 1688

All performances 7.30pm unless otherwise stated. Adults \$25, QAC Member discounts & concessions apply.

**For further information, images and interviews contact Madeleine McClelland, Marketing Coordinator, Queensland Arts Council
07 3004 7533 or madeleine@gac.org.au**