Media Release Date

**LIVE AND LOCAL BRINGS LIVE MUSIC BACK TO (TOWN)**

This year, the (insert festival event) will welcome a new and exciting element with the introduction of a Live and Local music component at (venues) on (date).

(Name) of (Organisation) was keen to bring the tried-and-tested Live and Local project to (Town), having read of it’s success in building a new sense of community between residents, musicians and local venues in two Sydney suburbs in 2014[[1]](#footnote-1).

“ Quote from the organiser about why they liked the concept and why it will be good for the Town. While it is great to have open-air community events, sometimes the local musicians and local venues are left out. Live and Local is a way to bring them and the community back together in a short, easy safe and family-friendly Sunday afternoon event.” said (Name).

The Live and Local (Town Name) line up will be:

The Live and Local (Town) event is also supported by (sponsors names).

For further information on the (Name) Festival and the (Town) Live and Local event please visit web site or facebook.

Ends

**For more information:**

Name

Email

Mobile

1. Thanks to the Live Music Office, two Live and Local pilot events were held in Surry Hills and Kings Cross in 2014. From these experiences, a template was prepared which covered everything from finding artists and venues to running publicity and setting up a budget and then offered to towns and suburbs across the country for local activation. The Live Music Office aims to revitalize and nurture the venue-based live music sector through policy development – playing a leading role in policy dialogue and design across all levels of government, supporting venues and artists. [↑](#footnote-ref-1)