

PRESS RELEASE

Monday Feb 1st 2010

DON McGLASHAN CONFIRMED FOR MARCHFEST - IN APRIL!

Dead Good Beer Events, the organisers of the 2010 MarchFest craft beer and music festival have moved the event to April and have today announced the craft beer and music line up for the event, now in its third year.

The six music acts booked are iconic Kiwi singer/songwriter Don McGlashan, The Eastern from Christchurch, Carmen Salvador from Chile, Ras Judah and Daham from Botswana and Indonesia and local acts The Immigrants and La Vida String Quartet.

MarchFest 2010 will also be sustainable, and hopes to include various alternative energy sources for festival activities. As well as wind and solar the organisers are even investigating bicycle-powered amps for the musicians!

On the beer front, there will be no less than ELEVEN new local craft beers created for the event from Founders, Lighthouse, McCashins, Moa, Monkey Wizard, Renaissance, Sprig and Fern, The Golden Bear, The Mussel Inn, Totara and Townshend's. All the special festival brews have been created for MarchFest with the proviso that they must be unavailable anywhere else in the world before MarchFest.

"We decided to move the event to April to get away from the overcrowded summer festival calendar," says co-organiser Eelco A Boswijk. "One of our main sponsors is Nelson Tasman Tourism and they want to support more shoulder season events that can attract out of town visitors as well as locals."

"MarchFest is moving to April but keeping the name MarchFest," says co-organiser Mic Dover. "Well, why not? The Munich Oktoberfest is actually in September so there is a precedent for our quirkiness."

As well as the beers, there will be local ciders, fine wines, juices and local cuisine. And for the kids, Tomo the Clown, pony rides, train rides, a DVD theatre, temporary tattoos and more.

MarchFest, Nelson's "hip harvest hop festival", takes place from midday to 9.30pm on Saturday April 17th at Founders Heritage Park. Tickets will be limited to keep the event down to a manageable size in terms of seating and service. A limited number of \$20 earlybird tickets will be available from Feb 5th onwards and can be bought from I-Ticket via www.marchfest.com or on the day at Founders (tickets are limited).

BACKGROUND INFO FOR EDITORS

A key sponsor of MarchFest is Nelson City Council which is supporting Marchfest through its Events Marketing & Development Programme, in conjunction with ItsOnNelson and Nelson-Tasman Tourism.

The other key sponsors are New Zealand Hops Ltd and Classic Hits/Hauraki Radio.

The Sponsors:

Platinum: The Radio Network (Classic Hits FM & Radio Hauraki) - Gold:
It's On Nelson / Nelson City Council; NZ Hops; WildTomato;
Verb/Yellow Design - Silver: NBS; Solar Peak; The Nelson Mail; Daniel
Allen Photography - Bronze: Fresh FM; Stewarts Cycles, Trailways
Hotel; Hirequip; NZstories.com; Dead Good Beer Events; The Free
House; Te Mania & Richmond Plains.

To arrange an interview and/or photo opportunities with the
organisers or any of the brewers, please contact the following:

Eelco Boswijk on 027 416 3452
Mic Dover on 021 178 5675

Hi-res pix are available at

PRESS RELEASE ENDS