

MEDIA INFORMATION

FACT SHEET JUNE 2009



- The very first **'a day on the green'** was held on Australia Day, January 26 2001 at Morning Star Estate, Mt Eliza, Victoria with artists Renee Geyer, James Morrison and Stephen Cummings
- **'a day on the green'** is run by husband and wife team Michael and Anthea Newton from Roundhouse Entertainment, based in Melbourne. Promoter Michael Newton said: "Anthea and I started **'a day on the green'** as a way contemporary music could be enjoyed by music lovers in a new way, rather than having to go to smoky clubs or large arenas. The idea of enjoying good food and wine with your friends, while listening to some great music in spectacular environments just seemed like a great way to spend a day. We started with one show in Victoria in January 2001, then were encouraged enough by the response to do five the following summer, and then nine the summer after. It's been a slow and gradual build and I think that's been one of the keys to our success."
- **'a day on the green'** is the only event promoted by Roundhouse Entertainment and as such, full focus is given to constantly assessing and improving all areas of the concerts.
- **'a day on the green'** presented 31 events in last year's 2008/2009 season and has staged 167 shows since inception, 156 in Australia and 11 in New Zealand to approx one million happy patrons.
- Artists who headlined concerts last season included John Mellencamp & Sheryl Crow, Alicia Keys, Simply Red, Leonard Cohen, the Hoodoo Guru's, Jimmy Barnes & Paul Kelly.
- **'a day on the green'** celebrated its 150th show at the Leonard Cohen concert at Rochford Wines, Yarra Valley VIC on January 24 2009.
- **'a day on the green'** events are held in 18 wineries and outdoor venues in all states of Australia during the summer months. Many of these wineries have exclusive contracts ensuring the only events held are **'a day on the green'** concerts.
- In January 2008, **'a day on the green'** successfully launched in New Zealand with three shows headlined by Joe Cocker. Our New Zealand wineries are Villa Maria Estate, Mangere (Auckland), Alana Estate, Martinborough (Wellington) and Mudhouse Estate, Waipara (Christchurch). John Mellencamp/Sheryl Crow, Simply Red and Jimmy Barnes concerts followed and due to its overwhelming success, **'a day on the green'** will expand its program in coming years.

- The '**a day on the green**' experience encourages people to get away for the weekend, and as such, regional areas experience a huge injection of tourism funds into accommodation, restaurants, shops and facilities, providing a huge boost to local communities.
- The event has spawned two CD's - 'a day on the green Live' (Liberation Records 2005) and the triple CD 'a day on the green: The Vintage Years 2001-2008' (Liberation Records November 2008).
- There has been three '**a day on the green**' TV specials – 'Jamie Cullum Live At Rochford Wines' (Ten Network), 'On The Road With Chris Isaak' (MAX) and in the very first live broadcast ever on MAX, 'Australia Day Live With Jimmy Barnes', aired live from Bimbadgen Estate in the Hunter Valley on January 26 2008.
- International artists who have performed for '**a day on the green**' include Bryan Adams, Joan Armatrading, The Beach Boys, Jackson Browne, Joe Cocker, Elvis Costello, Crosby, Stills & Nash, John Fogerty, Chris Isaak, Norah Jones, Diana Krall, The Pretenders, Lionel Richie, Boz Scaggs, Steely Dan & Rod Stewart.
- Australian artists who have performed for '**a day on the green**' include Jimmy Barnes, Clare Bowditch, John Butler Trio, Troy Cassar-Daley, Kate Ceberano, Kasey Chambers, Richard Clapton, Diesel, Tim Finn, Renee Geyer, Paul Kelly, Missy Higgins, Pete Murray, James Reyne, Mark Seymour, Tim Rogers, The Waifs, The Whitlams & Ross Wilson.
- It is a credit to the whole '**a day on the green**' team that artists enjoy the experience so much that are always requesting return visits! For example, Paul Kelly has so far performed at 19 shows, Jimmy Barnes at 17 and Pete Murray at 14!
- The B-52s, The Proclaimers and Mental As Anything is the first tour for the upcoming 2009/2010 summer season playing at six Australian and three New Zealand wineries in November/December.
- Stay tuned to the website for further announcements.

www.adayonthegreen.com.au