

MEDIA RELEASE



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DUNLOP TOWNSVILLE 400 JUST GETS BIGGER

The Dunlop Townsville 400 just got a whole lot bigger. V8 Supercars Australia announced today that North Queensland's signature event also has a completely **free** after-race concert.

ARIA award-winning **Eskimo Joe** and hot dance act **The Potbelleez** will play the event absolutely free for anybody that holds a Saturday ticket, completing the weekend as a must attend.

"With the enormous support we've had in North Queensland we decided to give something back to the people and add two of the country's biggest acts – for free," V8 Supercar Events General Manager Shane Howard said.

Eskimo Joe is one of Australia's most successful bands and will play at the Dunlop Townsville 400 prior to its 2009 Inshalla Tour. The band's single 'Black Fingernails, Red Wine' is one of its most popular hits.

Similarly the Potbelleez are one of the country's hottest acts. Their single 'Don't Hold Back' spent 17 weeks at number one on the Australian charts last year.

"It's a privilege to have these two great Aussie acts with international acclaim play at our event," Mr Howard said.

"A purpose built concert stage will be built within the circuit so that anybody attending on Saturday can simply rock up and have a great Saturday night, all as part of their entry."

The concert ensures Townsville's place as one of the signature events in the V8 Supercar Championship Series.

"Eskimo Joe and the Potbelleez are two of the biggest name bands in the country and to have both acts performing in a concert that is free for ticket holders is a major coup for North Queensland," Mr Howard said.

"If you haven't yet got your tickets, I encourage you to get in fast – limited grandstand seating is still available and there are plenty of general admission tickets."

Townsville Enterprise CEO Trevor Goldstone said:

"Today's announcement that two major national acts will be a key highlight of the V8 Supercar event is another great reason to be in North Queensland this July.

"Tens of thousands of people will be a part of the celebrations for the Dunlop Townsville 400 – the biggest event ever staged in the North.

"Having previously lived in Adelaide, I have seen the incredible transformation that the city undergoes for the huge Clipsal 500 event each year.

"The Clipsal 500 has really put Adelaide on the map and I believe the Dunlop Townsville 400 will do the same for this city.

"North Queensland unfortunately is often starved of top-class acts and it's wonderful to have a world-class event on our doorstep."

In an exciting local initiative for the concert, V8 Supercars in conjunction with radio station Hot FM, is conducting a search for a North Queensland band to be the opening act at the concert.

Nominations will be called from bands throughout the region, for the chance of a lifetime to play in front of thousands of spectators.

Further details will be released on the V8 Supercars website in coming weeks.

Tickets to the Dunlop Townsville 400 are available via Ticketek www.ticketek.com.au or 132 849.

Visit www.v8supercarevents.com.au to find out more details about the Dunlop Townsville 400.

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About the V8 Supercar Championship Series

The V8 Supercar Championship Series is one of the world's largest and best known touring car categories, recognised internationally as a leader in motorsport and entertainment. The Championship consists of 14 Championship events across Australia, New Zealand and Bahrain in the Middle East in 2009, as well as racing at the Formula 1 Australian Grand Prix.

In 2008 more than 1.65 million people attended a V8 Supercar event and 19 million Australians watched on the Seven Network. Event attendances ranged from 50,000 people in Darwin to around 300,000 in Adelaide and on the Gold Coast. V8 Supercars is considered to be the equal of the National Rugby League (NRL) and rugby union in terms of general popularity in Australia.

Major sponsors include BigPond and XXXX Gold. In 2009 it will introduce key races in Townsville and on the streets of the Sydney Olympic Park at Homebush Bay. Also in 2009 all V8 Supercars will run on 85 per cent CSR Ethanol, a renewable fuel made from the bi-product of the sugar refining process.

More information can be found at v8supercars.com.au or v8supercarevents.com.au

Eskimo Joe

ARIA-award winning band Eskimo Joe is on the eve of releasing their new album, *In Shalla*.

It was at a Cairo coffee shop said to be thousands of years old in which Kav Temperley decided it was time for something new. Here, in the El Fyshawys Café, the Eskimo Joe frontman resolved to cast off his rock-star mask, shut down the smoke machines, turn down the lasers and close the chapter of the four-times-platinum juggernaut of Black Fingernails, Red Wine.

"I was sitting there having a coffee and smoking a sheesha and at that moment I decided I was going to give up the idea of this rock-star persona I'd tried to create and almost sacrificed myself for," Temperley, chief songwriter and bassist, says. "I was going to come back and just be me and see where I landed."

So from a bustling Egyptian eatery that never closes to the sleepy port town of Fremantle, Temperley, guitarist Stuart MacLeod and drummer Joel Quartermain found a new challenge when they regrouped in their home studio – to simply be themselves. The experience was liberating and the result is a beautiful, accomplished album that masterfully captures the finest hour in the band's 12-year career.

For a band whose sound has taken giant leaps forward, from 2001's *Girl* to 2004's *A Song Is A City* and on to the four-times-platinum mega hit *Black Fingernails, Red Wine*, Eskimo Joe have stepped up to again prove why they're one of the most heralded and enduring rock bands around today. And this candid, unselfconscious set shows that the adventure is only just beginning.

The Potbelleez

When Rolling Stone's Tim Duggan proclaimed The Potbelleez to be "the fastest rising stars of the dance scene" in 2006, he foresaw what would be almost unanimously obvious to the wider industry and music fans alike only 18 months later.

Their first single '*Don't Hold Back*' brought Aussie audiences to their knees. Their second '*Are You With Me*' also rode high in the charts and the band was nominated for three ARIAs in October 2008.

The Potbelleez is made up of DJ-producers Dave Goode and Jonny Sonic, sassy singer & MC Blue and vocalist Ilan Kidron. Both Irish, Dave and Jonny landed as backpackers in Sydney in 2002 and met shortly after to form the original dynamic duo. Blue joined the pair in 2005, having previously dropped rhymes for legendary UK act Hexstatic, whilst living in London and Ilan made his entrance in 2006 as the band took about a legendary 2 year Saturday night residency at Moulin Rouge in Sydney's red light district, Kings Cross.

In 2006 the band made its first momentous strike with the dancefloor killers '*Junkyard*' and '*Duurdy Dreemz*'. '*Junkyard*' stormed to No.2 on the Australian ARIA club charts.

In October 2007 things took another massive step forward, when the band dropped '*Don't Hold Back*'. Combining Dave & Jonny's punchy electro-laced beats, guitar-licked sonics and Ilan's captivating vocals, the track was the kind of unique offering that demanded people sit up and take notice. It spent an incredible 17 weeks at No.1 in the ARIA dance charts and 29 weeks in the ARIA Top 40 singles chart. The single also went platinum selling over 100,000 units – gaining the band three ARIA nominations for 2008, in the categories of 'Highest Selling Single', 'Breakthrough Artist – Single' and 'Best Dance Release'.

Today, The Potbelleez stand unquestionably as one of Australia's most in-demand acts, having performed over 250 gigs in 2007 alone. The band may have set the benchmark high but it seems that in 2008 they may have topped it, having played Future Music Festival, Good Vibrations, We Love Sounds, MTV Snow Jam in NZ and a huge gig at the Electric Picnic Festival in Ireland. They also toured extensively for 2 months under the Ministry of Sound Sessions 5 banner.

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