

News Release

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Premier Mike Rann
Minister for Economic Development
Minister for Social Inclusion
Minister for the Arts
Minister for Sustainability and Climate Change

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WOMADELAIDE 2010 BECOMES A FOUR DAY FESTIVAL

WOMADelaide - Australia's largest and most loved world music and dance festival will turn into a four-day event in 2010 to celebrate the 50th anniversary of the Adelaide Festival.

Premier Mike Rann announced the extended world music festival in London following a meeting with the new UK-based Executive Director of Womad, Mike Large.

"I am delighted that WOMADelaide 2010 - to be held in Adelaide's Botanic Park on March 5-8 - will become a special four-day event next year.

"After record advance ticket sales in 2009, Womad was keen to create a special event for this 50th Adelaide Festival and to the festival fans for their years of incredible and enthusiastic support.

"Festival goers will now have an extra day to enjoy the familiar balance of sounds, sights and space that everyone loves about WOMADelaide."

"Each year, Womadelaide attracts about 70 000 people over the three days of the festival – with about 10 000 of them coming from interstate or overseas specifically for the event.

"Over the three days, Womadelaide generates about \$6 million in economic benefit to the State and nearly 100 jobs," Mr Rann said.

WOMADelaide Director Ian Scobie said "We have some very exciting programming plans for the Monday to make it quite special to mark the 50th anniversary occasion appropriately and to add to the depth of WOMADelaide's traditional program format."

Embracing the idea, Adelaide Festival Artistic Director Paul Grabowsky said WOMADelaide has always been a very important part of the cultural calendar of the Adelaide Festival.

"We are thrilled they have decided to extend festivities by an extra day, as it is yet another reason to be part of the energy and vision surrounding the 50th anniversary of the Adelaide Festival in 2010," Mr Grabowsky said.

The first round of WOMADelaide 2010 artists will be announced at the Adelaide Festival program launch on 22 October 2009 with more to follow later in the year.

Tickets go on sale today (August 26th). For more info go to www.womadelaide.com.au.