

Bleached Arts announces major change for Bleach* The Gold Coast Festival dates

After reporting on its' most successful festival to date in April this year, Bleach* The Gold Coast Festival makes a bold move to relocate the city's annual signature arts and cultural festival to August 2020, just in time for the launch of the new entity, Major Events Gold Coast, due to commence in July 2020.

Bleached Arts CEO and Artistic Director, Rosie Dennis, said: "As the city's leading arts organisation, Bleached Arts will cement the Festival's place into the City's annual calendar come August 2020.

We live in one of the best climates in the world and we look forward to showcasing an exciting program of live performance for the first time pre-Spring. The timing allows for an opportunity to align a portion of programming with other festivals nationally, giving the ability to grow opportunities for touring artists and international companies a stop on the Gold Coast".

As "***The*** Gold Coast Festival", Bleach* will continue to put the spotlight on local talent with city-wide programming, which sits perfectly with Major Events Gold Coast's 'whole-of-city' approach. Bleached Arts is looking forward to the opportunities this will open for local artists and creatives.

"I'm excited to work with and see what this enthusiastic group of professionals will bring to major events on the Gold Coast and look forward to watching the Gold Coast flourish with this cohesive approach to leadership", said Ms Dennis.

"I'm impressed by the city's vibrancy, passion and commitment to growth, particularly its' commitment to the arts. It is such an exciting time to be working in the city and I'm looking forwards to sharing more about our 2020 program in the coming months."

ABOUT BLEACHED ARTS

Bleached Arts creates artistic projects that are unique to the Gold Coast — its stories, its people, and its places.

As a not-for-profit organisation, where 100% of surplus goes back into crafting memorable and meaningful arts and cultural experiences, Bleached Arts is committed to engaging the services of and working with as many local businesses, artists, designers, producers and creative arts and arts workers as possible.

We do this because it creates professional employment opportunities for local arts practitioners, which in turn creates a long-term future for them on the Gold Coast. It also changes the perception of our city locally, nationally and internationally through original, accessible and inclusive creative initiatives that connect communities.

Please direct all media enquiries to:

Nicole Klein

Marketing and Communications Manager, Bleached Arts

m: 0405 617 457

e: nicole@bleachfestival.com.au