

**MEDIA RELEASE – 6 August 2009**

**WAIHEKE GETS READY TO BLAST THE WINTER BLUES!**

Waiheke-based company Let Me Out is staging the island's very first Winter Blues Festival, sponsored by Waiheke Rental Cars and scheduled for Saturday 29<sup>th</sup> and Sunday 30<sup>th</sup> August.

The festival promises “a pumping weekend with up to 12 bands playing in intimate environments where the beer flows freely and the musicians are so close you could wipe the sweat off their brows...” Musicians in the lineup include Billy TK Junior, Gael Ludlow, Katy Soljak, Aaron Carpenter, Caitlin Smith and Al Reeve.

A number of sponsorship opportunities were offered and SeaLink opted to provide their flagship vessel Seacat as the backdrop for a promotional music video featuring some of the festival's artists. “Rising Sun Blues” also known as “The House of the Rising Sun” was chosen for the feature and is now playing on YouTube to a global audience. “This is the first time we have been involved in such a promotion,” said general manager Donna Gauci “and it was a great way for us to use social networking to market the event. We are delighted with the quality of the video and are closely monitoring the results.”

SeaLink has put together a special package price of \$190 to encourage visitors to the festival. This price includes two people travelling in their car on the ferry and two tickets to the 2-day festival. Details of the deal can be found on the Hot Deals page of their website and there is a link from there to the music video on YouTube. Accommodation packages are also available.

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*See More*

