



Tuesday 13 February 2018

KIIS 101.1 CELEBRATES SUMMER IN PARTNERSHIP WITH ICONIC ST KILDA FESTIVAL

ARN's KIIS 101.1 joined in Australia's biggest celebration of summer, partnering with **Melbourne's iconic St Kilda Festival** as an official media partner of the event for the fourth year in a row.

Held on Sunday 11th February and now in its 38th year, the St Kilda Festival showcases the best Australian artists and talent against the backdrop of Melbourne's spectacular St Kilda Foreshore.

For the first time KIIS 101.1 teamed up with Pontoon at the Stokehouse Precinct to treat 400 listeners to an exclusive beachfront party complete with a live DJ set and complimentary food and beverages to celebrate Australia's largest free music festival.

Listeners simply entered on air and online in the lead up for their chance to head along and meet new Breakfast and Drive radio hosts **Jase & PJ** and **Will & Woody** to give Melbourne's newest radio shows the perfect welcome.

The crowd were entertained with a welcome from **Breakfast hosts Jason 'Jase' Hawkins and Polly 'PJ' Harding** while the talented DJ Lauren Mac got the crowd pumping. **Later in the afternoon Drive radio host Will McMahon surprised guests with his skills on the decks** by providing the soundtrack to the exclusive KIIS party at the beachfront hotel.



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The party wasn't only at Pontoon though, with **KIIS FM day time announcers Joel Gelding and Steph Halamantaris hosting on the Main Stage, and Murray Ryan and Alex Louran at the O'Donnell Gardens Stage** throughout the festival.

iHeartRadio Australia also created a custom St Kilda Festival station devoted

entirely to the event, showcasing

the artists of the festival including **The Jezabels, Dan Sultan, Models, Tkay Maida, Mia Dyson, The Bennies, Mallrat** and **Maddy Jane**, which can still be enjoyed now.

ARN Chief Marketing Officer, Anthony Xydis said:

"The St Kilda Festival is always a great day celebrating music, art, and community, set against the spectacular natural beauty that is the St Kilda Foreshore.

"This year to celebrate KIIS 101.1's new radio shows with Jase & PJ for Breakfast and Will & Woody in Drive, we threw a Party at Pontoon with KIIS and invited our listeners to experience what this exciting festival is all about.

"We were proud to once again be the exclusive commercial radio and music streaming partner of the iconic, annual event, uniting hundreds of thousands of festivalgoers who enjoy performances by some of Australia's hottest musical acts."



MEDIA RELEASE



About ARN

ARN is one of the leading broadcasters in the country with ownership or investments in 12 radio stations nationwide. Its network brands KIIS and Pure Gold, along with iHeartRadio and The Edge, entertain and influence over four million listeners across Australia.

Its KIIS network consists of Sydney's KIIS 1065 with Kyle & Jackie O, Melbourne's KIIS 101.1 with Jase & PJ, Adelaide's Mix102.3 with Jodie & Soda, Brisbane's 97.3FM with Bianca, Terry & Bob and Perth's 96FM with Paul & Lise. The National Drive Show across all stations is Will & Woody.

Its Pure Gold network consists of Sydney's WS FM101.7 with Jonesy & Amanda, Melbourne's GOLD104.3, Brisbane's 4KQ with Laurel, Gary & Mark and Adelaide's Cruise 1323 with John Dean.

The Edge is available on FM as The Edge 96.ONE in Sydney and nationally via iHeartRadio and DAB+. The Edge Breakfast hosts are Mike E & Emma.

ARN also launched iHeartRadio, the world's fastest growing digital service, to the Australian market in 2013 and the platform has had over 1,541,000 downloads of the app. iHeartRadio is a free, all-in-one radio, music streaming, entertainment and live events platform. In addition to being able to access their favourite music from around the globe, audiences can access their favourite stations in Australia from ARN, the ABC, SBS and Fairfax, as well as stations from New Zealand and the USA.

ARN is a HT&E company.

