

FESTIVAL REPUBLIC ANNOUNCES A NEW MUSICAL EVENT FOR CENTRAL FLORIDA



January 4, 2011 - ORLANDO, FL – Today, Festival Republic announced a live music event, Orlando Calling, coming to the Florida Citrus Bowl this fall. The rock festival will take place November 11 – 13 and is expected to draw 60,000 in attendance per day. With four stages of music, Orlando Calling, will be one of the largest live music events in the state of Florida.

“Orlando Calling will add another cultural opportunity for our community that will not only increase entertainment options for our residents, but provide additional economic impact throughout Central Florida,” said Orlando Mayor Buddy Dyer. “We are excited to host this event in the recently renovated Citrus Bowl and to continue to bring more concerts and other events like this to that venue.”

“I am absolutely thrilled to announce that Festival Republic will be launching Orlando Calling in November next year - a brand new music event bringing a wealth of amazing talent to the USA’s Sunshine State,” said Melvin Benn, Festival Republic Managing Director. “Orlando Calling has already generated a huge amount of excitement and enthusiasm from everyone involved who cannot wait to see the first live music event of this scale take place in Florida. I have been looking for new opportunities in the US and I am really pleased that Orlando Calling expands the Festival Republic family to the US for the first time.”

Local, Orlando-based company incognitus also played a significant role in securing the event in the City of Orlando.

“First the conceptualizing of an idea is thought out, then a suitable city location and venue needs to be identified, said Paul Lovett Principal/Partner of incognitus “I am excited that we have a fantastic City like Orlando to play host, a great venue, one of the best festival promoters in the world and talent that will be nothing short of spectacular for this major international festival.”

“The extensive research and ultimate conception of the event by our partners at incognitus made a compelling case for us to promote this event in Orlando, not to mention the overwhelming support from city hall and the team from Orlando venues” said Benn. Benn has also operational responsibility for and is the license holder of Glastonbury Festival.

CITRUS BOWL BACKGROUND:

The City just completed \$10 million in the first phase of planned enhancements at the Florida Citrus Bowl Stadium just in time for the annual 2010 Florida Classic football game. Improvements included structural work, lighting and technology that will allow the Citrus Bowl to remain competitive in attracting world-class events and Bowl Games. Currently, the stadium is home to the annual Capital One and Champs Sports Bowls, Florida Classic Bethune-Cookman vs. Florida A&M football game and other events.