

Media Release

Wednesday, 20 January, 2010



JOHN FARNHAM

To Perform at

Kimberley Moon Experience Concert

To mark the 10th anniversary of the Argyle Diamonds Ord Valley Muster, the team of the Ord Valley Events Board and renowned WA concert/event promoter, Mellen Events is proud to announce that **John Farnham**, the man who has sold more tickets and more albums and notched up more achievements than any other Australian musician, will perform at the 2010 Airthorn Kimberley Moon Experience concert in Kununurra on Saturday, 29 May. The concert is part of the overall Argyle Diamonds Ord Valley Muster which takes place 14-30 May, 2010.

The Argyle Diamonds Ord Valley Muster is a community celebration of the talented East Kimberley region, highlighting its cultural diversity, stunning landscape and friendly, country hospitality.

It began in 2001 as a simple one night affair – a dinner in the outback for local businesses – but the event has grown at an incredible pace, and now features over 50 events across an exciting two-week festival, attracting not only state-wide, but also national and international tourism and media attention.

John Farnham headlining this year's 10th anniversary event is a great coup. "John is an outstanding entertainer and the backdrop of the fabulous Ord River will make for a sensational concert," said Brad Mellen.

Farnham joined Strings Unlimited as a 16 year old singer in late 1965, and was a national chart star two years later. Music has defined and consumed him, often to the exclusion of other pursuits. There has always been a new single, album, tour, show or collaboration commanding his attention. Admitting freely that he felt he "had to get out of people's way for a while", John laid recording and touring aside for a time to connect with family, friends... and horses. Always passionate about horses, John and Jillian Farnham became involved in the 90s with cutting horses – designed to show a quarter horse's ability in the show ring to work with cattle.

Whilst John Farnham was away from stage and studio for a time, he was most certainly not away from those who have long admired and embraced his music. Many found their own way to maintain contact. Farnham videos were found on 124 different sites around the world – from Japan to Romania, Hungary to Sweden – with possibly hundreds of other sites not yet located. YouTube alone has 7,235 listed, with the original 'You're The Voice' clip having notched up 1.65 million views. In total on YouTube there have been 7.8 million Farnham views. It would be safe to estimate that John Farnham viral videos have been seen more than 25 million times.

Farnham's performances across other parts of Australia late last year saw him and his crack ten-piece band look back over career highlights and had fans witness at close quarters a consummate singer and entertainer of more than forty years experience and unparalleled achievement, looking at the body of his work through the eyes, attitude and perspective he possesses now.

“The people of Kununurra and our national and international guests are in for a treat by an Australian iconic performer at his best” said Frank Rodriguez, Chairman of the Ord Valley Events Board said.

**Tickets for the Airnorth Kimberley Moon Experience Concert
starring John Farnham
go on sale Monday February 1st
from Ticketmaster**

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