



NOOSA alive! 2018 announces Damien Anthony Rossi (DAR) as this year's Festival Ambassador

NOOSA alive! and **Tourism Noosa** proudly announce Damien Anthony Rossi (DAR) as Festival Ambassador for **NOOSA alive!** 2018.

'Over the years DAR has developed a terrific relationship with NOOSA alive! our audiences, patrons, partners and our Noosa Community' said **Johanne Wright, NOOSA alive! Festival President.**

*'DAR was the obvious choice, he is Ambassador to many high profile organisations, festival's and causes in Queensland. He has a highly respected presence in the media along with a loyal and respectful following. It is very important for **NOOSA alive!** to reach and connect with our entire community, including the drive market. Being a ten-day festival we have people come stay for periods within the ten days or the entire duration depending on program events that suits their tastes. Our audiences and community like to hear DAR's endorsement and explanation about specific performers, events and local cultural activities, and often times book accordingly.'* **Johanne added.**

'I am thrilled to be back! 2018 is turning out to be a very busy but exciting year and returning to NOOSA alive! as Festival Ambassador is one of the absolute highlights. I truly love this festival and this destination, ten glorious days of entertainment, socialising and the incomparable Noosa lifestyle – Does it get any better!' **enthused DAR, NOOSA alive! Festival Ambassador 2018**

When asked what is stand-out special about NOOSA alive! Australia's premier regional performing arts & culture festival, DAR replied.

'For me it is a combination of factors. The program is so diverse, there is literally something for everyone and in my case lots of somethings. Whether it be cabaret, theatre, music, comedy, art, literature, food & entertainment or thought forums there is so much on offer. The standout feature would have to be the fact that all of the festival artists and special guests are accessible. You could easily find yourself having a cocktail at the festival's after-hours venue Rococo's with someone like the amazing Li Cunxin (Artistic Director of the Queensland Ballet) or even living legend Carlotta. There's an intimacy about this festival and Noosa itself that really sets this festival apart from any other arts festival I've ever attended. You never know who you might bump into in the foyer of The J or simply walking down Hastings St and there's such a wonderful vibe during festival time. It's like an elixir and I am most certainly addicted!'

DAR's perfect day in his role as NOOSA alive! Ambassador might be something like this.

My perfect day would be to rise early and start the day with a morning swim in the ocean. The weather always seems to be fantastic during the festival period but then it is Noosa. Wintertime in Noosa really is glorious, I really can't recall a rainy day in all the years I've been attending. After the swim, my partner and I would enjoy a leisurely breakfast either at Aromas or Café Le Monde on Hastings St. The brekky menus are so good and I can never get in enough people-watching in Noosa. I find it absolutely fascinating. Then I would round out the morning by taking in one of the literary event sessions and author Q&A's at Noosa Arts.

After that, I would head back to Hastings St for the Duck Waddle on Hastings progressive lunch that takes in three of Noosa's most fabulous restaurants: Noosa Beach House at the Sofitel, Rococo and Sails. This is always such a fun and social afternoon with beautiful food and wine. Hastings is ideal for restaurant hopping – everything is so close.

Then a bit of an afternoon kip before an evening out at the festival, whether it'd be seeing a Queensland Ballet world premiere (I love how they are a part of the festival each year) or Maggie Dence starring in the Ensemble Theatre production of Marjorie Prime.

Of course, post-show, all paths will lead to Rococo which will be the unofficial after-hours venue. I love it there, such a good spot to take in the nocturnal action on Hastings and there'll be live entertainment each night until late. This is where one gets to rub elbows and catch up with the wonderful festival artists and guests. It's such a fun vibe..like a backstage party every night!

This year is exceptional; the lineup of talent both local and visiting is **STELLAR** with 80+ ticketed and **free events**, 250 artists, plus 14 Premiere performances including three World, six Australian and five Queensland Premieres.... this is a unique opportunity to engage in real quality of life experience.

Stay tuned to all **NOOSA alive!** social media channels in the coming weeks leading up to the festival for interviews with DAR, our performers and community

Just 50 sleeps **(from May 31)** until **NOOSA alive!** once again lights up Noosa and entertains our community, July 20 -29. BOOK TODAY! www.noosaalive.com

**For interview requests please contact NOOSA alive! National Publicist
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