



MEDIA RELEASE

MEDIA RELEASE: MONDAY, 20 OCTOBER 2014

FOR IMMEDIATE RELEASE

RTRFM'S BLOCK PARTY RETURNS TO BEAUFORT STREET FESTIVAL

The Sound Alternative will bring the party to the backstreets of Mount Lawley once again, with the return of the **RTRFM Block Party** at the **Beaufort Street Festival!**

The third annual Block Party will take over the RTRFM car park **from 12 noon 'til 10pm** on **Saturday, 15 November**.

This year we're going with an inner city industrial theme, as envisioned by local design gurus **Project BLAK**. We'll have everything you need to stay happy and hydrated, including plenty of shade, tunes and seating.

Quench your Saturday afternoon thirst with frosty beverages from **Coopers, Hills Cider Company** and **Clown Fish Wines**, and snack on fresh and tasty eats cooked up by the folks at **Smoult's Continental Deli**.

All day and into the night, the car park will reverberate with the sounds of **RTRFM DJs**. Representing in 2014 is the **full Rock Rattle & Roll crew**, *All City's DJ Veeness* and **Kid Tsunami**, *Full Frequency's Will Bixler* and **Jo Lettenmaier**, and *Drivetime's Harvey Rae* and **Dennis Gedling**.

Take a wander down **Lois Lane**, located between the old Daily Planet Café and Balshaw's Florist on the Beaufort Street main drag, and find an urban sanctuary away from the masses.

This is a **free event**, and if previous years are anything to go by, the car park is sure to fill up fast. Don't get stuck on the wrong side of the fence, head down early!

WHEN: Saturday 15 November 2014, 12 noon – 10pm

PRICE: Free to public

WHERE: RTRFM Car Park, 642 Beaufort Street, Mount Lawley (entry via Lois Lane).

- ENDS -

For further information please contact:

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THE SOUND ALTERNATIVE