



The Rural City of  
**MURRAY  
BRIDGE**

Bridge to Opportunity

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## **MEDIA RELEASE**

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THE INTERNATIONALLY renowned Adelaide Fringe Festival will explode in Murray Bridge next year for the first time as part of a regional Fringe on Tour program.

Adelaide Fringe is the Southern Hemisphere's largest open access arts festival and each year performers hit the road to bring a taste of their fantastic festival to regional South Australia providing a free pop-up hit of fringe flavour.

The festival will land in Murray Bridge in February 2019 when Sixth Street will come to life with a four hour street party featuring a handpicked selection of Adelaide Fringe performers and some of the region's most talented young performers.

The Rural City of Murray Bridge Mayor Brenton Lewis said Murray Bridge Fringe reinforced Murray Bridge's reputation as a cultural and events epicentre for the Murraylands.

"Following the success of the Masters Games street party and Handmade on Sixth, it's great to see Sixth Street being used as a preferred events space in the heart of Murray Bridge," he said.

Adelaide Fringe Director and CEO Heather Croall said Fringe was an event whole-heartedly embraced by South Australians and she was excited by the opportunity to provide direct access to people in the Murraylands.

"It will be one thrilling night of entertainment, set to delight audiences of all ages," she said.

"It's our great pleasure to be welcoming Murray Bridge to the Fringe family for next year's festival, and we encourage everyone to get out and experience it."

Visitors and locals will enjoy a variety of pop up food and wine outlets during Murray Bridge Fringe showcasing local flavours and culinary delights as part of the festivities.

The Murray Bridge Town Hall will be lit up to provide a glorious backdrop.

Murray Bridge Fringe will be held 5pm until 9pm Saturday 23 February 2019 on Sixth Street, Murray Bridge.