



## **MEDIA RELEASE**

For immediate release

SYDNEY, AUSTRALIA - 15 September 2021

### **Sensory tour operator announces sponsorship of online music festival starring 22 International blind and low vision artists**

Cocky Guides, Australia's leader in small group tours for blind and low vision travellers, is proud to be the event sponsor of White Stick Fest. An online collaboration of blind and low vision music artists, supporting awareness of International White Cane Day on 15 October 2021.

Cocky Guides Founder, James (Buck) McFarlane says, "Supporting the inaugural White Stick Fest was a natural fit. There are so many positives our travellers and trip leaders have witnessed as we connect communities through travel. It's exciting to see what could be achieved by White Stick Fest, connecting communities around the world through music. I'm also thrilled to know that Cocky Guides travellers Lara Nakhle and Kirsten Busby will be performing!"

Platinum Cre8ive, alongside media partner Vision Australia Radio, will host White Stick Fest, with multi-Grammy and Billboard nominated 'X Ambassadors' headlining the event.

James says, "Every organisation that supports blind and low-vision communities around the world should encourage their community to come together and enjoy White Stick Fest to celebrate International White Cane Day."

White Stick Fest will broadcast online from 12 noon Australian Eastern Daylight Time on 15 October 2021 and performances will be available to view until 31 August 2022 exclusively at [www.whitestickfest.org](http://www.whitestickfest.org)

Like, follow and share WhiteStickFest on Facebook, Twitter, and Instagram for artist updates, latest news, and exclusive interviews prior to the performance.



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Check out the current artist line up for White Stick Fest 2021:

### **Australian Blind and Low Vision Performers:**

- Michael Leonardi
- Rachael Leahcar
- Lara Nakhle
- Connor Wink
- Robert Cini
- Kirsten Busby

### **International Blind and Low Vision Performers:**

- X Ambassadors
- Diane Schurr and the Airmen of Note
- Tom Sullivan
- Andrea Begley - Winner of the Voice UK
- Shay Winn - American Idol contestant
- Christian Guardino - Golden Buzzer winner on America's got Talent
- Vernon Barnard - Runner up the Voice South Africa
- Luan Pommier - Finalist on France has got Talent
- Cobhams Asuquo - Singer, Songwriter & UNICEF ambassadors for peace based in Nigeria
- Ginny Owens - critically acclaimed Christian singer
- Benarda Music - Eurovision song contest participant for Croatia
- Danny Kean
- Blind Joe
- Mac Potts
- Caitlin Smith
- Mark Laurent

### **Other Sighted Performers:**

- Magic Giant
- The Wiggles
- Rick Price
- Tate Sheridan
- Joan Belgrave
- Eran James
- Georgia Crandon



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### CONTACT

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### ABOUT COCKY GUIDES

Since launching in August 2018, Cocky Guides have specialised in providing unique, multi-sensory adventures for the blind and low-vision community. More than 400 travellers have visited over 40 destinations with Cocky Guides, who have been recognised as an outstanding new tourism business, nominated as finalists in the prestigious 2019 NSW Tourism Awards and the winner of the Start-Up Superstar at the 2020 Western Sydney Awards for Business Excellence.

For more information visit [www.cockyguides.com.au](http://www.cockyguides.com.au)

### ABOUT PLATINUM CRE8IVE

Platinum Cre8ive provides management services for the creative industries. We specialize in publicity and opportunities through innovative management, technology, and career development. Our focus is on managing and representing artists with disabilities and with 25 years business experience behind us, you can concentrate on the creation whilst we do the rest. It takes a dedicated team to build a successful entertainment career.

For more information visit [www.platinumcre8ive.com](http://www.platinumcre8ive.com)

### ABOUT VISION AUSTRALIA RADIO

The Vision Australia Radio Network incorporates ten community radio stations across Victoria, southern New South Wales, Adelaide, and Perth. There are also five digital radio services available in the three metropolitan areas as VAR, VA Radio, and IRIS.

They offer a range of interesting and informative programs including readings from newspapers, magazines and books, interview and specialist programs on new technology, gardening, finance, travel, wine and food and the arts.

For more information visit [www.radio.visionaustralia.org](http://www.radio.visionaustralia.org)