

**MEDIA RELEASE**

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**Adelaide Hills set to ‘Play it Cool’ for CRUSH in 2015**

**What: CRUSH Festival**

**Where: Adelaide Hills Wine Region**

**When: 23 – 25 January, 2015**

**crushfestival.com.au**

For more than 160 years the well-heeled gentry of Adelaide escaped the summer heat on the plains by fleeing to the Adelaide Hills to find a patch of green grass, a shady tree, a trickling stream...and a glass of wine.

In January 2015 the Adelaide Hills wine region will once again welcome more than 15,000 revellers in a post-modern summer pilgrimage to its annual CRUSH festival to ‘Play it Cool’.

Adelaide Hills Wine Region CEO Robin Shaw is inviting visitors to "Play it Cool" this summer.

"For the first time CRUSH will be a true three-day festival running from Friday January 23 to Australia Day on Monday 26," she said.

"With the absence of long weekend cricket, CRUSH will be ‘must attend’ summer event in January.

“CRUSH has always attracted a progressive crowd of wine lovers and that’s the way we like it.

“We're an open minded bunch up here and our wines are vibrant and diverse.

"They're also cool and refreshing. We are famous for sparkling, Sauvignon Blanc, Pinot Gris, Chardonnay and more recently Gruner Veltliner: all fresh, crisp white wines that are perfect for a summer's day out.

“Even our reds are elegant, refined and great when served slightly chilled."

But wine is only one part of the annual festival with regional food, music and art ensuring that each venue and event offers something unique and different – something for every taste and persuasion.

From a Mexican Fiesta to a Hills Garden Party, a Mad Hatters Ball to a Street Art Spectacle, an Argentinean Grill to an Australia Day ‘True Blue’ winemakers lunch, an Asian inspired champagne breakfast to an 80’s jazz party, an adult wine cocktail party to a Pinot masterclass or Shakespeare in the Vines to Flamenco dance CRUSH is open for anything.

General entry into most CRUSH events is free with complimentary non-alcoholic drinks for designated drivers. A special bus service will run to and from Adelaide on the Sunday (bookings required), with two shuttle bus loops travelling between venues throughout the day.

For a full program visit www.crushfestival.com.au

To tweet: #crush15

**For media assistance and photographs:**

**Matt Jones | FULLER |** [**matt.jones@fuller.com.au**](mailto:matt.jones@fuller.com.au) **| 0400 030 120**