

IMMEDIATE RELEASE

THURSDAY 13 APRIL 2023

Hamilton Performing Arts Centre invites you to their FREE 2023 Season Relaunch!

Hamilton Performing Arts Centre (HPAC) is excited to officially kick-off their 2023 Show Season with a fun casual Season Relaunch event on Friday 28 April 2023 from 4pm to 7pm.

This free community event promises to be a fun-filled evening for all ages with live music, activities, ticket giveaways, a themed cocktail and mocktail, and delicious nibbles alongside a few surprises.

Attendees who RSVP by Monday 24 April go in the running to win a double pass to their favourite programmed show of 2023, though walk-ups are also welcome to attend on the night and take advantage of the family-friendly party atmosphere.

Kids activities for young people of all ages start at 4pm, including a craft zone and storytelling sessions, plus a doughnut wall relating to the upcoming biological-musical-comedy adventure, 'You Are A Doughnut'.

The venue will install a pop-up exhibit of show-themed displays to give sneak peeks of what's in store for the 2023 Season, alongside presenting a line-up of musical talent from across the region. HPAC's bar and cafe will be serving show-themed cocktails and mocktails alongside wines, beers, and ciders plus soft drinks and a free tea and coffee station. Complimentary party food including Possum-Magic-themed treats will be served from 5pm.

Attendees can pick up a new Season Brochure bursting with insights into upcoming events alongside staff tips, ticket information and new seating and venue maps.



Image: Amanda Hurley, Acting Performing Arts Centre Manager outside Hamilton Performing Arts Centre with the 2023 Season Brochure and Relaunch poster

The venue has already hosted several successful live music and comedy events this year presented by some of Australia's biggest touring companies, though the shows programmed by the venue for the 2023 Season begin after the Relaunch event.

"We're thrilled to showcase our upcoming shows and the engaging additional activities we've got planned at the Season Relaunch," says HPAC's Acting Performing Arts Centre Manager, Amanda Hurley.

"Melbourne Symphony Orchestra will make a welcome return alongside incredible new shows for kids and adults by Inventi Ensemble, including guided artmaking and a community art display. We have amazing pianists performing on our Steinway Concert Grand piano and the hilarious Damien Callinan is back alongside a host of family-friendly shows."

"We're also excited to take Barry Morgan and his organ on the road to Coleraine and bring a fantastic cabaret comedy to Penshurst, including impersonations of everyone from Dr Frank-N-Furter and Simply Red to Tones and I," concluded Ms Hurley.

Major renovations to the venue's main event space are currently underway, with the Handbury Auditorium gaining 452 brand new seats alongside a bold repaint and flooring. The new, more spacious seats, improved layout and carpets mean increased comfort, additional aisle seating with two centre aisles and improved sound quality ready for the rest of the 2023 Season.

The old seats are being donated to community groups and individuals, with recipients encouraged to contact the venue if they would like to rehome some.

"Whether you use our Season Relaunch as an opportunity to entertain the kids, catch-up with friends, enjoy a date night or just to soak up Friday night live music, you're welcome to come down and join in the fun," encouraged Ms Hurley.

The accessible and inclusive Relaunch event on April 28 is free to attend and open to all ages. For more information and to book your free ticket, visit www.hamiltonpac.com.au or contact the HPAC Box Office on 03 5573 0429.

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[IMAGE LIBRARY](#)

MEDIA ENQUIRIES:

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About HPAC

Hamilton Performing Arts Centre (HPAC) is the major venue for live shows, engaging performances and events in the Southern Grampians. Situated in the heart of the Greater Hamilton region on Gunditjmara Country, HPAC's landmark arts facility is at the centre of Hamilton CBD's cultural arts precinct, close to shops, eateries, laneways and attractions ripe for discovery.

HPAC presents engaging and accessible live performances for and by the community, not only within the walls of the building but in small towns and outdoor spaces across the region. Live music, drama and dance, physical theatre, cabaret and circus come alive at HPAC, alongside opportunities for all ages to create, learn and be inspired.

HPAC's atmospheric Handbury Auditorium, the former 1872 Hamilton Town Hall, sits alongside a range of other accessible spaces hosting events of all kinds. Alongside 3 main event spaces the venue has a catering kitchen, welcoming foyer with box office, café/bar and kitchenette as well as a forecourt with street frontage.

Contact the team for information, media opportunities or to discuss partnerships and creative ideas!