



STRICTLY EMBARGOED AND CONFIDENTIAL UNTIL 0740AM EASTERN STANDARD TIME,  
4 AUGUST 2017

## **ROBBIE WILLIAMS SET TO HEADLINE THE SUNDAY 2018 ADELAIDE 500 AFTER RACE CONCERT**

### **SUNDAY 4 MARCH 2018 – ONLY ADELAIDE CONCERT**

Celebrating 20 years as Australia's most revered motorsport event, the Adelaide 500 has prepared a special gift for its fans with the one and only UK superstar **Robbie Williams** set to perform a special headline concert at the 2018 after race concert series with his only Adelaide concert.

The Adelaide 500 will get 2018 off to a huge start with what is expected to be one of, if not the largest, concerts held by the Event. The cheeky UK pop star whose headline grabbing ability is only matched by his abilities to sellout stadium shows.

As a solo artist, he has sold over 70 million albums, and has six of the top 100 best-selling albums in British history. He has had 14 number one singles including "Angels", "Let Me Entertain You", "Millennium", "No Regrets", "Rock DJ", "Supreme", "Eternity", "Feel" and "Candy". Put that alongside his previous stint in one of the UK's most-lauded 90s pop groups Take That, Williams truly is a superstar of unparalleled proportions.

Down Under, Williams has received some of the finest reviews of his career from his larger than life 2006 show at Football Park which attracted 60,000 fans to his last performance here in 2015 for a sold out arena tour, which media described as a show that "cemented his place as one of this generation's greatest showmen".

Williams is set to entertain one of the largest Adelaide 500 crowds as he replaces the roar of the engines with the screams from his legion of adoring fans.

**Robbie Williams** is in the best shape of his career and this time around he's got some new tricks in his repertoire from his most recent album "The Heavy Entertainment Show".

South Australian Minister for Tourism Leon Bignell said it was a coup for the state owned motorsport event.

**“Robbie Williams** is a world class show man and his performance at next year’s Adelaide 500 is destined to make the 2018 event bigger and better than ever.

Adelaide 500 is not just about motorsport- it’s about providing outstanding entertainment and is a perfect opportunity to show off everything our stunning city has to offer.

I am absolutely thrilled to welcome Robbie Williams as our Sunday night headline act for the 20th anniversary of Adelaide 500.”

“The Heavy Entertainment Show,” explains **Robbie Williams**, “is every single moment on earth – we’re all part of The Heavy Entertainment Show... With this album, I wanted huge choruses, universal lyrics, universal melodies. The experiment this time is trying to make the record as big as it can be.”

The album features collaborations and contributions from Stuart Price, Snow Patrol’s Johnny McDaid, Rufus Wainwright, Brandon Flowers and even Ed Sheeran.

The event formerly known as the Clipsal 500 Adelaide, has hosted international superstars such as Kiss, Motley Crue, Santana, The Doobie Brothers and Rob Thomas alongside local superstars from Keith Urban to Hilltop Hoods. For its 20<sup>th</sup> anniversary, the Adelaide 500 is committed to ensuring the year will be bookmarked by record crowd attendances.

- Ends -

## **DETAILS:**

ADELAIDE 500 AFTER RACE CONCERT

SUNDAY 4 MARCH 2018

TICKETS FROM \$99\*

ON SALE 9 AM MONDAY 7 AUGUST FROM TICKETMASTER

MEDIA CONTACT | Deb Edwards on behalf of Adelaide 500 | [deb@001.com.au](mailto:deb@001.com.au)

*\*Transaction fee of \$5.95 applies*

