

18 November 2021

**Long White brings live music to MIQ facilities for the first time**

A new initiative by Long White has enabled Kiwis staying in MIQ to attend a live 15 Minutes Festival for the first time with a top New Zealand band.

A free mobile festival featuring the band *Racing* performed an energetic set from an improvised stage on a flat-bed truck outside three MIQ facilities across the Auckland.

The alternative rock band has won two New Zealand Music Awards and recorded three albums, with lead singer Ed Knowles and lead guitarist Sven Pettersen having previously toured with REM, Oasis, AC/DC, The Killers and Muse.

MIQ guests staying at the M Social, Naumi Hotel Auckland Airport and Waipuna Hotel and Conference Centre got to take in the live music festival during their exercise time outside and their hotel rooms.

Andre Browne, spokesperson for Long White, the brand behind the 15 Minute Festivals, says research has shown Kiwis spend just 6% of their time doing things they love.

He says during the pandemic it’s been even harder for New Zealanders to enjoy the usual live entertainment freedoms with hospitality venues and festivals largely on hold.

“Kiwi summers are about getting together with friends and creating memories and COVID-19 has really impacted our ability to do that. Lockdowns have been tough on us all, but especially so for those spending these early summer months quarantining in a MIQ facility.

“We hope that this small gesture goes some way to making the fact that they are cut off from friends and family that little bit easier, but also gives them a sense of freedom, living free is really what the Long White brand is all about,” he says.

Ed Knowles says most of the band’s songs are created for live venues and it was great to be back on the road playing as a band again.

“We’re stoked to be working with the guys at Long White to put these little gigs on, play some tunes and bring a smile to some faces, particularly those who were able to see us from their MIQ hotel rooms. They certainly seemed to enjoy it and it was fun to see them getting involved.

“To see their reactions was incredible and reminds me of what we’ve missed. Hopefully we will be playing to even bigger crowds come summer.”

**ENDS**

**For more information contact:**

**Jo Jalfon**

**Manager, Corporate Communications**

**Asahi Beverages NZ**

**jo.jalfon@asahi.co.nz**