



Media Release

27 March 2018

Record numbers gear up for The Big Easy

It's almost time to gear up, kit out and hit the superb Hawke's Bay trails for the sixth annual Big Easy.

Easter Saturday 31 March will see riders winding their way around the region in record numbers. More than 1,600 people are expected to put their legs to the test, cruising 45km in Hawke's Bay's signature cycle event from Black Barn Vineyards to Church Road Winery.

The fun doesn't stop once participants cross the finish line - a stellar-line up of local and national musicians are ready to take the stage at Church Road from 2pm.

Opening the show are local talents IRIS and Sweetwater, which will be followed up with a special performance by headliners, The Magnificent Seven, featuring New Zealand music icons Peter Urlich, Jordan Luck and Eddie Rayner – renowned for their starring roles with Th' Dudes, The Exponents, and Split Enz respectively.

Along with Brett Adams, Dave Gent, Bryan Bell and Patrick Khutze, the Magnificent Seven will be bringing the legacy and love of their celebrated groups back to the stage and with it, a basket of iconic Kiwi songs to delight the crowd. Concert-goers can expect to hear one big hit after another, with 'Why Does Love', 'Who Loves Who the Most', and 'Bliss', among many other chart-toppers on the set-list.

For those wanting to skip the cycling and head directly to the show, concert-only tickets are available to purchase for \$25.

"Current numbers indicate this year will be the biggest yet for The Big Easy with an increase in both visitors and locals taking part," says Hawke's Bay Tourism General Manager, Annie Dundas.

"We have great music, entertainment and Big Easy deals on the route and it's looking to be a cracker day in Hawke's Bay."

About Hawke's Bay Tourism: Hawke's Bay Tourism is the Regional Tourism Organisation. Our mission is to ensure Hawke's Bay becomes significantly more attractive to New Zealand and international visitors as a place to visit, do business and to live.

Contact: Hawke's Bay Tourism, PO Box 12009, 19 Waghorne Street, Ahuriri, Napier, Hawke's Bay, New Zealand.
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There will be a range of food and beverage offerings available at Church Road Winery at the end, including beer, wine, non-alcoholic beverages and bites to eat.

Ms Dundas says The Little Easy Central Hawke's Bay on Good Friday is also shaping up well, with up to 150 riders expected on the family-friendly 12km circuit along the banks of the Tukituki River.

"We're delighted to be able to incorporate the stunning new swing bridge into The Little Easy route, and look forward to a great day out in CHB."

There's still time to be a part of all the action for both rides – register before 5.00pm Wednesday 28 March online at www.thebigeasy.co.nz. Limited ticket sales will be available on the day.

For more information contact:

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