

TAYLOR SWIFT

TO BRING **THE RED TOUR** TO
AUSTRALIA AND NEW ZEALAND

**SWIFT BECOMES FIRST SOLO FEMALE ARTIST
IN 20 YEARS TO HEADLINE STADIUMS
ACROSS AUSTRALIA**

The Frontier Touring Company are delighted to announce that 7-time GRAMMY winner and international superstar Taylor Swift is heading down under with her blockbuster **THE RED TOUR**. The talented singer songwriter today confirmed she will be performing stadium shows in Sydney, Melbourne, Brisbane and Perth, as well as an arena date in Auckland, later this year as the first overseas leg of her acclaimed **THE RED TOUR**.

Notably, Taylor Swift will be the first solo female in twenty years to undertake a national stadium tour of Australia, with the last being Madonna's Girlie Show tour in 1993, also promoted by Frontier Touring.

Promoter Michael Gudinski from The Frontier Touring Company said, "I saw the first stadium show of Taylor's **THE RED TOUR** and Australia and New Zealand are in for an absolute treat. Taylor Swift is a superstar globally and has repeatedly sold out multiple arenas in both Australia and New Zealand. She has proven herself to be one of the most significant female artists of our time and it is a natural progression to see her take her touring to the next level here, with the confirmation that she will play four massive stadium shows across Australia this summer. It's been 20 years since Madonna played stadiums for Frontier and I can honestly think of only a tiny handful of solo artists – male or female – who could fill stadium venues today."

Taylor Swift, currently headlining sold-out stadiums and arenas in North America on her **THE RED TOUR**, made today's announcement in response to strong fan demand. Australia and New Zealand are the first international markets outside of the USA to be announced for **THE RED TOUR**.

The 7-time GRAMMY winner's **THE RED TOUR** performance features two multi-level stages, elaborate costumes, dancers, aerialists and changing sets. In a concert event that provides non-stop action and state of the art technology, Taylor constantly moves around the venue and uses different stages, giving every audience member a great seat. Taylor plays electric guitar, banjo, piano and acoustic guitar and changes costumes 10 times over the course of the evening. Her set features several songs from her record-breaking **RED** album, as well as new takes on several other fan favourites.

Taylor Swift's **THE RED TOUR** is earning universally high praise from top critics:

Rolling Stone -- "Seeing Taylor Swift live in 2013 is seeing a maestro at the top of her or anyone's game. No other pop auteur can touch her right now for emotional excess or musical reach. *Red* [is] the slickest, smartest and just plain best mega-pop statement of our time. Seeing Taylor onstage now is seeing....total commitment, total fan fervor, total connection between audience and performer. A true arena-rock goddess at an amazing peak."

The New York Times -- "A king-size spectacle, [whose] juxtapositions have power, one theatrical scene after the next. Taylor Swift off-script is very much like Taylor Swift on-script: not just the brains of the operation, but the brawn, too, the unflappable force that ensures stuck landings. Ms. Swift's voice is stronger than it's ever

been, and also sturdier....she sang vividly from behind a piano, show[ing] credible dark emotion.”

The Village Voice – “Taylor Swift was born to entertain. Swift remains genuine....which speaks further to her endless appealing nature as a performer.”

The Miami Herald – “Genuinely powerful. Swift seems to have made an astute transition to her new identity of self-determined young woman. Swift came across as sincere and open in a way that made her the modest but adored mistress of a girl-power mega church.”

The Atlanta Journal Constitution – “She’s supremely gifted.....For two hours T-Swizzle thoroughly charmed, entertained, and connected with the audience.”

Orlando Sentinel – “Visually and musically, this was Swift’s most accomplished production yet.”

The North American portion of THE RED TOUR is currently playing 66 shows (including 13 stadium stops) in 47 cities in 29 states and 3 provinces spanning 6 months in 2013.

Taylor Swift, who writes all of her own songs, is a seven-time GRAMMY winner, and is the youngest winner in history of the music industry’s highest honor, the GRAMMY Award for Album of the Year. She is the only female artist in music history (and just the fourth artist ever) to twice have an album hit the 1 million first-week sales figure, and is the first artist since the Beatles (and the only female artist in history) to log six or more weeks at #1 with three consecutive studio albums. Taylor has an album on *Rolling Stone’s* prestigious The 50 Greatest Albums of All Time (by women) list, *Time* magazine has named her one of the 100 Most Influential people in the world, and she is *Billboard’s* youngest-ever Woman of the Year. Taylor has career record sales in excess of 26 million albums and 75 million song downloads worldwide, and has had singles top both the country and pop radio charts around the globe.

Tickets to see Taylor Swift in Australia and New Zealand are priced from \$85. A very limited number of premium Pit tickets will be sold for each show, which will allow fans 16 years and over access to an exclusive standing area surrounded by Taylor’s stage. The remainder of each venue will be fully reserved seating throughout.

Pre-sale tickets will be available via frontiertouring.com/taylorswift from Tuesday 14 May to Wednesday 15 May (or prior if the pre-sale allocation is exhausted). Start times are staggered for each city so please refer to the website for local details. General public on sale Tuesday 21 May – please check dates below for local start times.

TAYLOR SWIFT

THE RED TOUR

General Public On-sale Tuesday 21 May

Pre-sale via frontiertouring.com/taylorswift commences Tuesday 14 May

– see website for more details

Friday 29 November - Auckland Vector Arena

Tickets on sale Tuesday 21 May 9am NZ local

Wednesday 11 December - Perth NIB Stadium

Tickets on sale Tuesday 21 May 9am WA local

Saturday 14 December - Melbourne Etihad Stadium

Tickets on sale Tuesday 21 May 9am VIC local

www.taylorswift.com
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