



MEDIA RELEASE



UNIVERSAL MUSIC AUSTRALIA, ICEHOUSE AND IVA DAVIES ANNOUNCE 30th ANNIVERSARY EDITION OF FLOWERS ICEHOUSE ALBUM

Universal Music Australia today announced that it has entered into a new sales and distribution partnership with Iva Davies for the ICEHOUSE catalogue of recordings. In celebration of the new partnership, ICEHOUSE and Universal are delighted to announce that the first release will be a 30th Anniversary Edition of the band's debut album.

Not only will this landmark album be available through retail on Friday 20th May 2011, reinvented in a new 3 disc set, but it also marks the first time any of the ICEHOUSE catalogue has been available for digital download. Fans will be able to get music from the set via iTunes and other digital stores as well as buy it at their local music retailer.

George Ash, President of Universal Music Group Australasia says of the new partnership *"Iva is one of Australia's greatest songwriters whose music has touched us all and defined a music generation. To this day, Iva's music has continued to be amongst the most played music by an Australian artist. Not only am I personally excited to be working with Iva, but it is an honour for our company to represent ICEHOUSE and make this recording available again to a new generation of fans"*

The debut album was released in 1980 when the band was known as Flowers. 2011 is the 30th Anniversary of the name change from Flowers to ICEHOUSE, an event driven by the band's expansion into overseas territories where the Flowers moniker was already in use.

ICEHOUSE is a truly remarkable recording in Australian music history, this is where it all started for the band with tracks such as *Icehouse, Can't Help Myself & We Can Get Together* that now occupy a prized and unique place in our nation's musical repertoire. After 30-odd years this debut album remains at the pinnacle of critical acclaim among long established critics and a new generation of musicians alike, having forged a special place in Australia's most treasured and revered body of work.

The influence of the ICEHOUSE recordings and Iva Davies songs have been felt beyond Australia's boundaries and the band is known for consistently recording some of the most exciting and challenging music of any era.

Across eight studio albums ICEHOUSE achieved phenomenal success, with a multitude of platinum and gold-accredited recordings garnering an enviable base of loyal fans both within Australia and internationally. ICEHOUSE's recordings have become radio staples and the passage of time has given the songs a strong legacy; imbued with an unmistakable Australian spirit.

With album sales of over 28 times Platinum in Australasia alone, eight top 10 albums over twenty Top 40 singles and worldwide sales exceeding 8 million albums, ICEHOUSE is one of the most successful bands Australia has ever produced. The band was inducted into the 2006 ARIA Hall of Fame and has won multiple ARIA awards.

"As can be imagined the ICEHOUSE catalogue is very important to me and all those who took part in its creation. George Ash and Universal showed that they understand the excitement around new models of getting music to fans plus demonstrated a rare combination of being a big company which is also able to take a personal approach. I know the Universal team is a group of people I can work closely with and look forward to doing so." Iva Davies

The Flowers Icehouse 30th Anniversary Edition shows where it all began.

www.facebook.com/icehouseband

www.icehouse-ivadavies.com

FLOWERS ICEHOUSE 30th Anniversary Edition 3 Disc Set

The 30th Anniversary Edition is a lovingly compiled, vastly expanded edition featuring a wealth of previously unavailable material.

Boasting the singles ‘*We Can Get Together*’, ‘*Can’t Help Myself*’, ‘*Walls*’, ‘*Icehouse*’ (and later ‘*Love In Motion*’) – the ICEHOUSE album released back in 1980 went on to become one of the most successful debut albums of the era, spending over 45 weeks on the chart and achieving accreditation of over 4x platinum within months of its release.

In addition to the original studio album (remastered, with 3 bonus tracks), this 30th Anniversary Edition will feature a 19-track, 75 minute disc of live recordings recorded for radio broadcast in different territories between February 1980 and November 1981. As well as the renditions of all tracks from the ICEHOUSE album, the Live disc includes incendiary versions of Iggy Pop’s ‘*Funtime*’, The Easybeats’ ‘*Sorry*’, John Lennon’s ‘*Cold Turkey*’, and Ultravox’s ‘*Man Who Dies Every Day*’.

Also included in this stunningly presented 3 Disc set is a DVD of exceedingly rare live footage.

The DVD includes 5 live tracks from Flowers appearance at Sweetwaters Music Festival (NZ) in 1981, an interview with Iva Davies prior to that performance and a collection of vintage Countdown TV appearances from the era. The set also includes previously unseen photographs, images and memorabilia – in addition to brand new liner notes from Iva Davies.

FAST FACTS

- in 1980 Countdown host and pop music guru, Molly Meldrum, offered to be the target for anyone to throw custard pies if the Flowers single “*We Can Get Together*” did not make number one in the singles chart...
- the new disc set features the first TV appearance of Molly’s hat, which later became as famous as the music commentator himself, as he announces the name change from Flowers to ICEHOUSE
- the original album cover was designed by the band’s drummer, John Lloyd
- for over 15 years ICEHOUSE held the record as the biggest selling debut album by any Australian act in Australia, only eclipsed in 1997 by Savage Garden’s debut
- prior to recording their debut album Flowers spent gruelling years on the road, honing their craft and building their audience

For further information please contact:

Director Promotions – Australian Artists
National Publicity Manager
National Publicity Manager
Senior National Digital Promotions Manager
State Offices:
NSW

NSW/SA
VIC

QLD/NT
WA

Media & Business partners:

Please log on to the Universal B2B Extranet
www.universalonline.com.au

Alicia Reynolds (02) 9207 0595
Suzy Byrne (02) 9207 0591
Paula Dredge (02) 9207 0598
Julia Hobbs (02) 9200 4384

Craig Redfeare (02) 9200 4382, Diana Caruso (02) 9200 4383
Dan Baker (02) 9207 0615
Andrew McLaughlin (02) 9200 4381
Julia Hill (03) 8646 0711, Trevor Farugia (03) 8646 0710,
Brittany Walker (03) 8646 0702
Jules Delemare (07) 3252 4354, Jordan Wiggins (07) 3252 4354
Pat Garoffolo (08) 9381 7863



IVA DAVIES / ICEHOUSE PUBLICITY

Amanda Fry
6dc Pty Ltd
p: 02 9280 1600
m: 0418 262 282
e: amanda@6dc.com.au