**FOR IMMEDIATE RELEASE**

**Plett MAD (music.art.drama) celebrates three years**

PLETTENBERG BAY, WESTERN CAPE (04 April 2016) – A three-week celebration of the arts, the Plett MAD Festival (music.art.drama) brings productions, art demonstrations and exhibitions, performances and international food movies to the neighbourhood of Plettenberg Bay for a one-of-a-kind art revolution in the area.

The Plett MAD Festival gives emerging artists an opportunity to be showcased in Plett. *“We plan to grow the event to include a distinctive music event alongside traditional theatre. Demonstrating the strength of artists in numbers, creating an awareness of our cultures through thought, passion, commitment, sensuality and laughter – the components of being MAD about the arts,”* says Event-Coordinator Cindy Wilson Trollip.

The performances showcase theatrical actors and visual artists that inspire and nourish the artistic community of Plett. This part of the festival aims to promote arts education with performance opportunities and activities for the local Tshisa Talent agency. The goal is to fuel the culture and artistic prosperity of the Plett neighbourhood.

Local cuisine and cultural artistic performances can be experienced at Warafiki Tshisa Nyama. The festival also celebrates art, bringing innovative and challenging artwork to a diverse audience. Local artists display their creations during the Big Art Party. and if you have an appetite for foodie films and sumptuous cuisine, the Plett Food Film Festival has a ticket for you.

Tickets to the Plett MAD Festival will be available through Plett Tourism’s website [www.pletttourism.com](http://www.pletttourism.com) and Quicket. For more information about the line-up of events, visit [www.pletttourism.com](http://www.pletttourism.com).

**ABOUT THE PLETT MAD FESTIVAL**

In only a few short years, the Plett MAD Festival has showcased more than 100 artists. Attendance has grown since its first festival in 2014 with more than 1500 attendees in 2015 alone. The festival’s reputation continues to grow, marking Plett as a performance destination for acclaimed artists while cultivating local talent. The Plett MAD Festival is scheduled for 24 June – 18 July, 2016.

**Media Contact:**

Patty Butterworth

[projects@pletttourism.com](mailto:projects@pletttourism.com)

+27 (0)44 533 0230