

Media Release



Monday 17 February 2025

Brighter Days Festival set to hit \$5 million for charity

The Brighter Days Festival is set to electrify the town of Bright this March long weekend with an unforgettable weekend of bikes, cars, and music—all in support of children’s charities. Organised by the volunteer-led Brighter Days Foundation, this beloved annual festival is on track to surpass an incredible \$5 million in total donations, funding vital support for children and families facing serious health challenges.

Since 2013, the Brighter Days Foundation has raised an astounding \$4,639,580 for its partner charities, including:

- **Debra Australia:** providing care and support for individuals living with Epidermolysis Bullosa (EB), a painful and rare skin condition
- **The Cooper Trewin Foundation:** supporting research into Sudden Unexplained Death in Childhood (SUDC) to help prevent unexpected child fatalities
- **Cure EB Foundation:** funding life-changing research into treatments and a potential cure for EB.

This year’s festival introduces themed nights for the first time, creating an exciting new experience for attendees.

- **Friday: Country Night:** a boot-stomping night of country music, complete with a bucking bull and best-dressed prizes
- **Saturday: 80s Night:** a retro party filled with neon colors, big hair, and iconic hits from the decade
- **Sunday: Party Night:** a high-energy celebration to close the weekend with a spectacular party atmosphere.

The festival lineup features some of Australia’s most iconic live acts, including Casey Barnes, Thirsty Merc, Joe Camilleri & The Black Sorrows, Eurogliders, Absolutely 80’s, The Great Big Beer Band featuring Reece Mastin, Taylor Henderson, Sussudio, The Piano Men, Newport Junction, Damn’d Sam and the Preachers, and resident festival band Screamin’ Eagles.

Alongside world-class music, the festival offers a variety of activities for all ages, including:

- Silent Disco
- Cotton Ball Run
- Cooper Card Run
- Cruise for a Cure
- Pedal to Punka
- The Amazing Chase
- Babes Bling Bingo



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The popular Bike & Car Show ‘n Shine returns on Sunday morning, featuring an impressive display of classic cars and motorcycles, as well as new 4WD prize categories.

Food vendors, market stalls, and family-friendly entertainment will be available throughout the festival, ensuring there is something for everyone. A standout feature is Brightstars, a Sunday afternoon event giving young musicians the chance to perform live on the big stage and showcase their talent.

Vice President of the Brighter Days Foundation, Jason Reid, says this year’s event is shaping up to be the most exciting yet.

“We are incredibly proud of the Brighter Days Foundation’s commitment to supporting children’s charities and the impact we’ve made over the past decade. The introduction of themed nights will bring a whole new level of energy, and we can’t wait to see everyone getting involved. This event is about more than raising funds—it’s about bringing the community together to support sick kids and their families. We are so grateful for the ongoing generosity of our community, and we look forward to celebrating this milestone together.”

A key highlight of the festival is the major raffle draw on Sunday, March 9, at 6pm. There are six incredible prizes up for grabs and only 6000 tickets available. Tickets are available online now via our website or at the Festival and as you do not have to be present to win, it’s a great way to support the cause even if you can’t make the event.

Event Details

Date: March 7 – 9, 2025

Location: Brighter Days Festival, Pioneer Park, Bright, Victoria

Tickets and Information: www.brighterdays.org.au

Raffle Draw: Sunday 9 March 6pm

BACKGROUND

The **Brighter Days Foundation** is a not-for-profit organisation founded in 2013 by a group of friends with a shared mission: to raise money for children’s charities through fun, community-driven events. Since its inception, the Foundation has donated over \$4.6 million to its chosen charities. The **Brighter Days Festival** is its flagship event, bringing together music, family, and philanthropy to make a meaningful difference.

CONTACT

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