

FOR IMMEDIATE RELEASE

50 Degrees North sponsors Keiino's Australian tour this Oct-Nov and is offering free entry to selected travel agents

Melbourne, September 12, 2019 – The Nordic tour operator, 50 Degrees North, is excited to announce that one of Norway's most popular musical groups, KEiiNO. is coming to Australia for the first time this October and tickets go on sale next week. 50 Degrees North is sponsoring the tour and is offering a limited number of free tickets to the shows to interested travel agents.

KEiiNO represented Norway in the Eurovision Song Contest earlier in 2019 and won the Global Public vote, thus becoming a global sensation nearly overnight. The band's song 'Spirit in the Sky' references the magical Northern Lights, one of the key phenomena that bring travellers to the Nordic countries, and the song has been streamed over 30 million times.

Australians in particular took KEiiNO to their hearts, and the band won the Australian public vote by a very high margin. KEiiNO are coming to Australia as a show of gratitude for the support received from Australian fans, and they will be playing six shows at intimate venues across Brisbane, Adelaide, Sydney and Melbourne from October 30th to November 4th.

"We are thrilled to be one of Keiino's sponsors during their Australian tour. Besides our shared Nordic background and their obvious talent, the band members are also great role models and representatives of Norway", says Tietse Stelma, the CEO and co-founder of 50 Degrees North. "Having a Sami member in the band also brings a unique cultural element to their music", adds Stelma.

For free tickets and expressions of interest, please contact 50 Degrees North directly at info@fiftydegreesnorth.com or 1300422821. Selected travel agents also get the chance to attend a Meet & Greet Sponsor event in Melbourne prior to the Cup Eve show.

For tour dates, please see <http://bit.ly/keiinoaustour>

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More about 50 Degrees North

50 Degrees North is a niche, independently owned and fully licensed tour operator specialising in Scandinavia, Finland, Iceland, Greenland, the Arctic, the Baltics, Russia, Mongolia and Kamchatka. The company operates exceptional tailor-made and small escorted tours in destinations located north of the 50th parallel. 50 Degrees North is recognised for its local expertise, the originality of their programs and detailed operation. The company was established in 2010 and their headquarters is located in Lillehammer, Norway. They have



offices in Melbourne, Vancouver and Reykjavik. Co-founder and CEO, Tietse Stelma was in 2018 appointed as Norway's Consul-General in Melbourne, in honor of the company's dedication and destination contribution.