

Bluesfest brings live music back to Australia: COVID-safe, in collaboration with home-grown innovation from Aeris Environmental

Images and media materials available [here](#).

In a major win for the Australian music industry, the much-loved Byron Bay Bluesfest music event will make its COVID-safe return this Easter, with performances from an all-Aussie line-up of artists set to reinvigorate the local live music scene.

There's one other major all-Aussie element to Bluesfest this year: the behind-the-scenes technology and products keeping the event COVID-safe, developed by Australian company Aeris Environmental.

The environmentally friendly Aeris Defence solution - used to clean, disinfect, and protect the site over the entire festival period - not only kills the COVID-19 virus, but gives residual surface protection against COVID-19 for up to seven days.

Bluesfest is the first major live music event of its kind to be staged in a post-COVID Australia, and organisers worked closely with government officials and departments to develop a comprehensive COVID-19 safety plan.

"Bluesfest is an amazing showcase of Australian talent and we are proud to be able to support the COVID-safe reopening of this truly iconic event," said Maurie Stang, Aeris Environmental founder and Chairman.

"Many other events and industries will look to Bluesfest's approach as a blueprint for a way to restart in a COVID-safe world. Festival goers who visit Bluesfest this year can have peace of mind that regular cleaning of surfaces using Aeris' unique and non-toxic products will not only kill COVID-19, but also provide residual surface protection for the duration of the event. Importantly, the guests, staff and talent will be using the state-of-the-art Aeris ActiSan hand sanitisers throughout the event, with rapid action and outstanding skin compatibility ensuring high compliance." said Mr Stang.

Seats, hand basins, ticket booths, VIP areas and stages will be among the many surfaces disinfected using Aeris Environmental's non-toxic products at this year's Bluesfest.

"Our products are environmentally friendly, and provide single step cleaning and disinfecting, so everyone at Bluesfest this year can have confidence that surfaces treated with Aeris products, including food and beverage stalls and ticket selling booths, are protected."

Bluesfest is leading the way for other industries to return, with leading application of environmental hygiene and systems in a new, COVID-safe world. He also believes it is time for many industries to think differently about protection against COVID.

"Now that vaccines are being rolled out, we need to look at the bigger picture of infection control. We need to consider ways in which we can apply science-based solutions, with proven residual protection, to curb the spread of viruses and bacteria at events, workplaces, recreation areas and more to protect the community," said Mr Stang.

"With a considered and holistic view of protecting surfaces, skin and the air we breathe against the spread of COVID-19 and other diseases and bacteria, Australia's business, events and tourism industries can reopen with confidence."

Peter Noble OAM, the Festival Director of Bluesfest said that "Music is a universal form of communication, and we must support our local artists and events to kick start this industry which is at the soul of our society."

Aeris Environmental is an Australian company that develops science based, clean, green products and solutions for many of Australia's hotels, hospitals, and defence force. The company's products also underpin global efforts to fight COVID-19, with partnerships such as the US Army and NSW Health.

Aeris Defence has been developed in Australia and is just one of the Aeris products being used at Bluesfest this year. In a single cleaning and disinfecting step, Aeris Defence will kill COVID-19 and provide seven days or 200 touches of antibacterial residual protection, no matter what the level of contamination on the surface, clean or dirty.

Aeris products used at Bluesfest have undergone rigorous laboratory testing to prove their effectiveness and safety.

To arrange an interview with Maurie Stang, please contact Blue Planet PR - Maria Crema on 0402 239 929.

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Interview Opportunity: Maurie Stang, founder and Chairman of Aeris Environmental. Maurie has 30 years' experience in the Australasian healthcare market and is recognised as one of its most respected business executives. Maurie has significant experience and an extensive network within the life-sciences, pharmaceutical and finance sectors, both in Australia and internationally. Maurie has interests in various ASX listed public companies and also holds directorships for various research and regional healthcare groups and companies. Maurie's involvement with Bluesfest dates back almost a decade and exemplifies his support and passion for Australian entrepreneurship and love of Australian live music.

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