

Jelly Roll puts the country in Queensland Country Bank Stadium

Country music fans were given a show to remember last night as Sunburnt Country presents Jelly Roll 2025 transformed Queensland Country Bank Stadium for the history making festival - marking Jelly Roll's biggest headline stadium show outside of the US.

International artists Jelly Roll, Shaboozey, and Drew Baldridge joined North Queenslanders Busby Marou for the event that drew crowds from every Australian state, as well as internationally from the US, Canada, and from as far as Ukraine.

Queensland Country Bank Stadium Venue General Manager Cameron Jones said the event was a huge success that sets the tone for what's possible in Townsville.

"We were thrilled to work with Face to Face Touring and set the stage for these incredible artists at our venue," Mr Jones.

"It's clear that there's a huge market for major artists in Townsville and the energy of the crowd when Jelly Roll came on stage was electric."

"The roaring success of this event and the atmosphere that it created throughout the city shows how events like these can help drive the local economy and put Townsville and North Queensland on the world stage.

"We're always talking to promoters about attracting great new events, and delivering world-class experiences like this is a great example of why promoters and artists should be looking to North Queensland."

John Zaccaria, CEO, Face To Face Touring said they were thrilled to bring Sunburnt Country to the country music lovers of Townsville.

"We've been blown away by the reception we've received here in Townsville, and it's been incredible to see the whole city get behind Sunburnt Country and all of our artists," Mr Zaccaria said.

"The hospitality we've received at Queensland Country Bank Stadium has made us feel so welcome – everything from Jelly Roll themed treats to crocodiles in the artists' dressing rooms – the venue team have gone above and beyond."

Townsville Enterprise Director Major Event Acquisition, Chelsea Cavanah said, "the successful delivery of Jelly Roll's largest-ever headline stadium show in Australia is a powerful testament to our city's ability not only to deliver, but to exceed expectations on the national stage – backed by outstanding infrastructure and a passionate community that embraces world-class events."

This show was Jelly Roll's biggest headline stadium show outside of the US, a fitting wrap up of the Australian leg of his tour before he heads to New Zealand.

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