

Media Release

Thursday 30 March 2017



## Free rural comedy shows coming to Ward and Rotherham /Waiau

Farmstrong is bringing the hugely popular rural act of Sons of a Bitch and Mel Parsons to Ward and Rotherham /Waiau giving farmers and growers the chance to have a break off the farm.

The uniquely rural comedy and music show has played to sold out venues across the country with second shows in some communities needed to meet demand.

Both shows will be hosted by Farmstrong for free. At the Rotherham /Waiau event five dollar donations are appreciated to help fund the Waiau School Pool rebuild.

“These communities have had a tough time of late and we acknowledge the great work other groups such as The Rural Support Trust has done with the initial need for social support,” says Farmstrong’s Gerard Vaughan.

“Farmstrong focuses on long-term strategies to wellbeing, so we feel now is the right time for us to build on that work.

“Research shows that by doing small things like taking a break and connecting in with others can, over time, have a hugely positive impact on our emotional fitness.

“These shows provide farmers and growers the chance to get off the farm, check in with others, have a laugh and hopefully take their mind of things for a little while,” says Mr Vaughan.

“We’re always excited to get into the heart of rural communities – we just love it. These shows however will carry something extra special for us given what’s happened over the last several months and we’re looking forward to seeing as many farmers there as possible,” says Mel Parsons.

**Farmstrong is a rural wellbeing programme established and funded by specialist rural insurer FMG and the Mental Health Foundation. Since launching in June 2015 ACC has joined as a strategic partner.**

**Farmstrong focuses on wellness, not illness. It provides farmers and growers with information and advice on how to live well and farm well and to see themselves as the most important asset on the farm.**

### FOUNDING PARTNERS



### STRATEGIC PARTNER



### CO-FUNDING PARTNERS



### OFFICIAL MEDIA PARTNERS



**Ward**

Saturday 8 April,  
Flaxbourne Community Hall, 61 Ward Street  
Doors open at 6pm  
Ticket details at [www.farmstrong.co.nz](http://www.farmstrong.co.nz) or by emailing,  
[gpom@xtra.co.nz](mailto:gpom@xtra.co.nz)

**Rotherham /Waiau**

Friday 28 April,  
Rotherham Hall; 19 Heaton Street, Rotherham  
Doors open at 6pm  
\$5 donation