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MEDIA RELEASE

SMALL TOWN. BIG FESTIVAL. UNEXPECTED LETTER.

Coonamble's newest country music festival has changed its name to Cowchillah Coonamble following an unexpected letter from lawyers representing a major international music festival.

The letter came from considerably further afield — east of Coonamble, across the Pacific Ocean, somewhere between Canada and Mexico — and requested changes to the name of the upcoming event.

Rather than allowing the unexpected correspondence to derail plans, the Coonamble Shire Council's event team decided to embrace it and give the festival a new identity.

Cowchillah Coonamble will take place on Saturday 3 October 2026 in Coonamble's Main Street, with the event continuing as planned.

The festival will feature live country music, food and drink, local market stalls, entertainment and a range of activities designed to bring the community and visitors together over the October Long Weekend.

The new name was chosen with a distinctly Australian sense of humour.

"Cowchillah has a pretty good ring to it, and I reckon it's a name that suits Coonamble," said Coonamble Shire Mayor Danny Keady.

"Never in a million years did we think our little festival in Coonamble would attract this much attention. It's certainly been an interesting few days, but we've decided to have a bit of fun with it. We're pretty good at taking things in our stride, having a laugh and getting on with it.

"Now we're just looking forward to putting on a cracking night and showing everyone what Cowchillah is all about."

The festival was established as a locally driven celebration of country music and regional Australia, with the aim of bringing visitors into the centre of Coonamble and creating an opportunity for local businesses, artists, food vendors and community groups to be part of a major weekend event.

While the festival now has a new name, the plans for October remain unchanged.

COWCHILLAH COONAMBLE
Saturday 3 October 2026 | Coonamble Main Street

Further announcements regarding artists and the festival program will be made through @VisitCoonamble on Facebook and Instagram.

-ENDS-

Greg Hill
GENERAL MANAGER

Media contact: Maddi Ward, Major Events Coordinator 0458 921 981



The poster is split into two main sections. The left section has a light beige background with a red and white checkered border on the left side. It features the text 'COWCHILLAH' in large, bold, red letters, with 'COONAMBLE' in smaller red letters below it. A red starburst graphic is above the text. A green speech bubble says 'GET YOUR TICKETS!' with an arrow pointing to a QR code. Below the QR code is a pink banner with the text 'SATURDAY' in bold and 'October long weekend' in a script font. At the bottom left is a cartoon of a martini glass with a cowboy hat. Logos for 'COONAMBLE SHIRE COUNCIL', 'NSW', and 'Real Country.' are at the bottom.

..... *Who's coming?*

HAYLEY JENSEN **SONS OF ATTITCUS**
BRYCE SAINTY **SARAH CATANIA**
BEAU SHEARER **ASHTON WENNING** **BARREL DAWG**

COONAMBLE
SHIRE COUNCIL

NSW

Real Country.
COONAMBLE / GILGANDRA / WARRUMBONG