



PRESS RELEASE – 8 October, 2013

## **Lighthouses to shine blue for Leukaemia**

The lighthouses of Cape Leeuwin and Cape Naturaliste are set to brighten the skies of the Margaret River region on Saturday October 12 when they turn blue for the Leukaemia Foundation.

'Illuminate' will see the Augusta Margaret River (AMRTA) and Geographe Bay Tourism Associations (GBTA) join forces to raise funds and awareness for the Leukaemia Foundation.

This year's Illuminate event is raising funds for the Leukaemia Foundation's Light the Night campaign – an inspiring twilight walk to help create a brighter future for those with leukaemia, lymphoma and myeloma.

Newly appointed Augusta Margaret River Tourism Association CEO Pip Close said she thought Illuminate was a fantastic concept.

"From what I've heard, Illuminate is a sensational day on the regional calendar," said Ms Close.

"The entertainment line-up at Cape Leeuwin is set to be terrific - we've got the 'Wild Dogs' playing live country rock music, the 'Upbeat Inspirations' drumming ensemble, 'Elements' fire dancing, 'Rio Margarita' Brazilian style drum group, kids treasure hunts, ghost stories – it's an ideal way to end the school holidays!

"I am delighted to see the AMRTA and GBTA teaming up for this charity event – and the Leukaemia Foundation is certainly a very worthy cause," she said.

Both lighthouses will host activities and entertainment from 5:00pm - 7:30pm, with the lighthouses turning blue at approximately 7:00pm – shortly after sundown.

Entry to each site's grounds after 5:00pm will be via gold coin donation to the Leukaemia Foundation. Attendees are asked bring a torch and will be invited to switch them on as the lighthouses are illuminated. Light the Night lanterns will be sold on the evening.

Geographe Bay Tourism Association (GBTA) Acting CEO, Sharna Kearney said she was really looking forward to this year's event.

"It's going to be a fantastic line-up of activities, and the fundraising aspect is for a wonderful cause," said Ms Kearney.

"It's also important to remember that in the wake of International Lighthouse Day in August, Illuminate also recognises and celebrates the contribution of lighthouses to maritime safety," she said.

Andrew York, General Manager of the Leukaemia Foundation in WA, said it was fantastic to have Illuminate as part of the Light the Night campaign this year to raise vital funds for leukaemia, lymphoma and myeloma research.

"With 23 Western Australians diagnosed with leukaemia, lymphoma or myeloma every week, the need for ongoing research is great. By supporting Illuminate this year, residents in the South West will also be supporting the Leukaemia Foundation's Light the Night campaign, raising vital funds for blood cancer research," said Mr York.

"It will be spectacular to see the lighthouses in the South West shining hope as they are lit up in blue for this special event," he said.

So bring your torches and gold coins on October 12 and be enlightened – Illuminate is an event not to be missed!

Illuminate 2013 is proudly supported by AMRTA, GBTA, City of Busselton, South West Development Commission, the Shire of Augusta Margaret River, Augusta Margaret River Times, Busselton Dunsborough Times and Rhino Electrical

The full entertainment programs are available via at [www.margaretriver.com](http://www.margaretriver.com) and [www.geographebay.com](http://www.geographebay.com).

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*For further information please contact*

Victoria Johnson  
Marketing & Communications Coordinator  
Augusta Margaret River Tourism Association  
Phone: (08) 9780 5914  
Email: [communications@margaretriver.com](mailto:communications@margaretriver.com)

AUGUSTA MARGARET RIVER TOURISM ASSOCIATION INC.

100 Bussell Hwy, Margaret River, Western Australia 6285

T: +61 8 9780 5911 F: +61 8 9757 3287 E: [welcme@margaretriver.com](mailto:welcme@margaretriver.com) W: [www.margaretriver.com](http://www.margaretriver.com)

