



# News Release

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## 2015 TULIP TIME CHARITY ANNOUNCEMENT

Wingecarribee Council Manager Tourism & Events, Steve Rosa, today announced that **The Garvan Research Foundation** will be this year's charity partner for the Southern Highlands **2015 Tulip Time Festival**. Celebrating its 55<sup>th</sup> Anniversary as one of Australia's leading flora events, it is the only remaining charity based flora festivals in NSW.

The Garvan Research Foundation is the marketing and fundraising arm of the Garvan Institute of Medical Research, a world-leading institute, pioneering study into some of the most widespread diseases affecting our community today. The 2015 Tulip Time Festival will feature Garvan's outstanding supporters, Samuel and Connie Johnson from the *Love Your Sister* campaign.

Steve Rosa said "The partnership between Tulip Time and the Garvan Research Foundation 'Love Your Sister' campaign will ensure that the 2015 Tulip Time Festival continues to be positioned as one of regional Australia's 'must attend' community springtime events. This year's partnership will greatly assist our efforts to ensure the festivals sustainability and attractiveness as a community event, whilst also providing valuable exposure and financial benefits to the Garvan Research Foundation.

"The Foundation's submission was strong and given its long association with the Southern Highlands through its Australian BioResources facility in Moss Vale, it was the stand out choice. The Moss Vale facility is positioned as world-class and state of the art, and is used by most medial research institutes in NSW, also directly employing 30 people in the Southern Highlands."

The partnership will provide an opportunity for the Garvan Research Foundation to broaden its reach, message and build brand awareness whilst also being a valuable fundraising event. Funds raised by the Foundation during Tulip Time will be apportioned back to the local Wingecarribee community to further the development and implementation of activities such as training programs. The funds will also contribute to improved audio visual capabilities at Garvan's Moss Vale facility and the establishment of the *Connie Johnson Breast Cancer Research Fellowship*.

Mr Andrew Giles, CEO of the Garvan Research Foundation said, "We are delighted to be chosen as the charity partner for the Southern Highlands 2015 Tulip Time Festival. This is a great opportunity to engage with our many friends and supporters in the Southern Highlands, as well as raising funds and awareness for the world class Australian BioResources facility in Moss Vale. A sincere thanks to the organisers of 2015 Tulip Time for recognising the important role medical research plays in Australia."

We're also proud to announce that Love Your Sister's *Samuel and Connie Johnson* will be working with the 2015 Festival as joint 'Love Your Sister' in Tulip Time Ambassadors. In 2013, Aussie actor Samuel Johnson embarked on the journey of a lifetime in support of his sister Connie who is on her own cancer journey.

Samuel's aim was to break the world record for the most distance travelled on a unicycle; to raise \$1 million for breast cancer research; and to spread Connie's message of breast cancer awareness to Australians. He's achieved all this... and so much more! Samuel rode around Australia on a unicycle and broke the record, he spread the breast cancer awareness message in every community he visited, and managed to raise an astounding \$2 million for breast cancer research at the Garvan Institute of Medical Research.

Tulip Time 2015 will again be supported by an extensive program of events and activities and under pinned with the key Festival messaging of 'Mother Nature.' The Festival's central colour theme will be hot pink and promoted to the local community and businesses so that the Southern Highlands streets, businesses and gardens are a wash of pink for the duration of this year's festival.

The official 2015 Tulip Time launch, coinciding with the first bulbs being planted, will be held in early May in Corbett Gardens, Bowral. (final details to be released closer to the date)

**ENDS**

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**For Further Information & Images**

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