

News Release

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FOR IMMEDIATE RELEASE

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2017 TULIP TIME CHARITY, AMBASSADOR & THEME ANNOUNCED



Steve Rosa, Destination Southern Highlands Manager Tourism & Events today announced that REDKITE will be the charity partner for the Southern Highlands **2017 Tulip Time Festival**, which will celebrate its 57th anniversary as one of Australia's oldest floral festivals, and the largest annual event in New South Wales, south of Sydney, attracting over 40,000 visitors.

Redkite is one of Australia's leading national cancer charities with over 30 years' experience in providing professional and essential support to children and young people living with cancer including their families. In 2016 Redkite supported over 1040 people from NSW including seven families from the Southern Highlands. Across the country the figure exceeds 3,700 individuals each year. Redkite receives no government funding and relies on donations from the community with amounts over \$2 being tax deductible. Steve Rosa said "There's no doubt that Redkite's involvement in the festival brings an enormous profile to our 2016 Tulip Time Festival and we're confident that this year's festivities will help shine a light on the fabulous work that Redkite undertakes. This partnership will ensure that the 2017 Festival continues to be positioned as one of regional Australia's 'must attend' community and tourism springtime events, and will greatly assist our efforts to ensure the festivals' sustainability and attractiveness as a regional event".

Monique Keighery, Redkite General Manager of Marketing & Fundraising said, "the team at Redkite are very excited to be partnering with Tulip Time in 2017. The opportunity to introduce ourselves to the local community and the thousands of visitors who attend the festival will make a significant difference to the lives of children with cancer and their families. The generosity of Tulip Time's visitors will help ensure that Redkite can provide practical, must-have support to more kids and families who need it – support like information, counselling and financial assistance. When their lives are turned upside down emotionally and

financially by cancer, we need to be there for them. We're thrilled to be part of an event that celebrates community and Tulip Time has such a strong legacy within the local region and we are incredibly honoured by this partnership which will help Redkite reach even more Southern Highlands families who need our support".

This year there will be a Tulip Time Ambassador working with Redkite and the Festival to help raise awareness and we are very proud to announce that this important Redkite Ambassador is Susanne Latimore. Susanne is an experienced journalist and TV anchor, and was part of the team that launched Sky News in Australia. Susanne's son Manning, was diagnosed with cancer when he was 10, and underwent treatment which included chemotherapy and surgery. Susanne has participated in the Redkite Trade A Treat Campaign, appeared in advertisements promoting the Redkite partnership with Coles, and with her sister Belinda, rode 300km in three days fundraising for Redkite. Susanne is now a treasured Redkite Ambassador sharing her family's story with courage and candour at many Redkite events.

The 2017 Tulip Time Festival theme is 'Under The Sea' with the central colour of orange and the community and businesses throughout the Southern Highlands are encouraged to adorn the streets, their gardens and shop fronts in a 'sea' of orange for the duration of their year's festival. As always the festival will be filled with tulips (of course) in fact 110,000 of them, along with 20,000 annuals all creating a 'sea of colour' in Corbett Gardens. There will also be a fantastic array of entertainment, this year including performances by local schools and SHYAC together with bands, dancers, music and performers along with other events including the popular Sunset Cinema, Radio 2ST Breakfast in the Park and the popular Street Parade and great market stalls throughout the duration of the festival.

Support for the Festival is already gaining momentum with sponsorship opportunities now available. The Sydney Cycle Club have already confirmed their support once again, which is fantastic!

The official 2017 Tulip Time launch, coinciding with the first bulbs being planted will take place in early May 2017.

Further information can be obtained by contacting Destination Southern Highlands on 02 4871 2888, or email to tuliptime@wsc.nsw.gov.au or visit our website www.tuliptime.net.au

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Hashtags: #tuliptime #visitsouthernhighlands #sydneycycleclub #tulips #opengardens #events #familyfriendly #redkite #underthesea #community #festival #corbettgardens #bowral

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FURTHER INFORMATION, HIGH RES IMAGES & INTERVIEWS PLEASE CONTACT

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