

Publicity

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MEDIA INFORMATION

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IN TODAY'S WORLD OF GLOBAL WARMING AND CLIMATE CHANGE, FESTIVAL CAIRNS DECLARES LOVE FOR THE ENVIRONMENT



The 'love' theme for Festival Cairns 07 will live on with confirmation it is being retained in 2008 - albeit expanded to celebrate the city and its rather special relationship with, 'the environment'.

The vibrant heart of Tropical North Queensland, Cairns is a city whose main claim to fame is its gateway access to Great Barrier Reef and World Heritage listed rainforests. While these natural wonders are a draw-card for visitors, they provide ample inspiration to those who make Cairns and the surrounding region, their home.

When it kicks off on Wednesday 26 August, Festival Cairns will role out to the tune of Love Cairns, Love the Festival, Love the Environment.

Since 2002, September has been set aside as the month to celebrate Festival Cairns. Spanning music, art, culture and sport, Festival Cairns brings together a series of free and ticketed events under one umbrella to entertain and delight both visitors and residents of the community.

Festival Cairns Organiser, Narell Black says that in addition to achieving its key objectives of showcasing and nurturing talent in a colourful and compelling event, this year's expanded theme aims to highlight the magic of Tropical North Queensland's environment.

"We intend this recognition of our beautiful surroundings to be a long term commitment. It is our hope, that by celebrating it in a positive way we will be enhancing awareness, engendering pride and greater responsibility for its preservation.

"While our theme will be omnipresent throughout the festival in all marketing collateral and activities from the official website through to signage, certain events will take "Love Cairns, Love the Festival, Love the Environment" as its cue. These will include, "Dress Up Your Business", Mural Art Competition and finale highlight, "RACQ Insurance's Parade of Lights"."

According to Narell, 2007 was a watershed year with Festival Cairns achieving record attendances of over 145,000 to 50 events while bringing \$20 million into the local economy.

"This year we have even bigger plans to increase our footprint on Queensland's event landscape with an extended program that has been increased from 22 to 25 days. We are now calling for expressions of interest from prospective event partners and anyone who has ideas or wants to be involved."

Festival Cairns 2008 will run from Wednesday 26 August to Saturday 20 September, 2008.

For further information: website www.festivalcairns.com.au or phone EventsCairns on **07 4051 0222** or email info@festivalcairns.com.au

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