



**MEDIA INFORMATION**

**Monday 4 August 2008**

## **LOVE CAIRNS, LOVE YOUR BUSINESS**



Natalie Critchell from Balloons Etc fashioned a Rainbow Serpent above the Candy Bar of Festival Partner, Birch Carroll and Coyle to promote its involvement and give incentive to others – to participate in Festival Cairns' Dress Up Your Business Campaign

**Natalie Critchell of Balloons Etc used hundreds of balloons and Festival Cairns cardboard stars and heart icons to decorate the candy bar of Birch Carroll and Coyle's Earlville cinema. As a Festival Partner, Birch Carroll and Coyle was keen to lead the way and inspire other businesses to get on board this year's Dress Up Your Business Campaign. To do so, they looked no further than the creativity of Natalie Critchell at Balloons Etc..**

**"Given that the festival doesn't start until the end of the month and then it goes on for almost a month, we really needed something that would last the distance and have that WOW factor.**

**"My inspiration for the décor came from the icons in the "Decorate Your Business" starter pack that were most symbolic to me. They were the rainbow, the star and love heart.**

**"There was a nice blend with Birch Carroll and Coyle having stars all over their carpet and a rainbow of lollies on offer in their candy bar.**

**"In short, I would describe it as a rainbow serpent of colour that snakes its way around the top of the candy and ticket counter with a cascade of festival icons dangling beneath," said Natalie.**

Following the success of last year's Dress Up Your Business Campaign, Pacific Toyota is once again giving local businesses the chance to dress up their premises and be in the running to win great prizes.

Festival Cairns Operations Manager, Narell Black is determined this year's festival and its "Love Cairns, Love the Environment" theme will be omnipresent throughout the city.

To help businesses on their way, every organisation that registers will receive a starter pack containing five festival icons which include leaping fish, twirling rainbows, green palm fronds, butterflies and love hearts.

The kits are available to all participating businesses, free-of-charge following registration. And there are some great prizes up for grabs:

- First Prize:** \$500 cash plus Birch Carroll and Coyle Movie Package, an advertising package in The Cairns Post and a feature on WIN Local News (weather)
- Second Prize:** Birch Carroll and Coyle Movie Package
- Third Prize:** Birch Carroll and Coyle Movie Package

All prize winners will also receive tickets to the Festival Cairns VIP Finale event on Saturday 20 September 2008.

#### **How to Register and Details of Competition and Judging**

To register, download an entry form from [www.festivalcairns.com.au](http://www.festivalcairns.com.au) or contact EventsCairns on tel: 4051 0222, write to PO Box 59W Cairns QLD 4870 or email: [info@eventscairns.com](mailto:info@eventscairns.com)

All businesses who register for the competition must be dressed up by Wednesday 20 August 2008 and leave in place until the end of Festival Cairns on Saturday 20 September 2008. The judging will occur between Wednesday 3 and Wednesday 10 September 2008. The winner will be contacted and details published in The Cairns Post on Saturday 20 September 2008.

Festival Cairns 2008 will run from Wednesday 27 August to Saturday 20 September, 2008.

For further information about Festival Cairns 2008, click on [www.festivalcairns.com.au](http://www.festivalcairns.com.au) or contact management company, Events Cairns on tel: 07 4051 0222 / email: [info@eventscairns.com](mailto:info@eventscairns.com)

Ends

For all publicity enquiries, contact:

**Pip Miller**  
Pip Miller PR  
Ph: (07) 4032 4400  
Mob: 0419 681 543  
Email: [pip@pipmillerpr.com.au](mailto:pip@pipmillerpr.com.au)  
Internet: [www.festivalcairns.com.au](http://www.festivalcairns.com.au)