



## MEDIA INFORMATION

Friday 19, September 2008

### THE BUSINESS of SPREADING FESTIVAL LOVE

Lorraine Devine is over the moon this morning – and quite rightly so – for the second year running, her creativity and enthusiasm for Festival Cairns has ‘bagged’ first prize in Festival Cairns’ Dress Up Your Business campaign.

Lorraine and her husband John take home the \$500 cash prize for their Aplin Street business, Devine Gelato.

“I am just so excited. I love Cairns and I love the festival,” said a delighted Lorraine on hearing the news.

“This year I went all out – over and above last year – with a music display, Japanese display, local produce display and a whole wall dedicated to my love of Cairns. We even introduced a special ice-cream called Festival Fusion – a combination of mango, pineapple, coconut and lemon. It has been so popular our customers have asked for it to be kept on the menu – but I think we will keep it for Festival Cairns,” she said.

Originally from Adelaide, Mr and Mrs Devine have lived in and loved Cairns for the past four years and have just celebrated two years for their ice-cream and gelato business.

And what will she do with her prize money? “I think I will have to give it to my husband to repaint the walls I have decorated in Festival Cairns. But never fear, it’s a joy to be involved and next year we’re going for a hat trick.”

**Lorraine Devine can be contacted during shop hours (midday to 10pm) on tel: 4041 4959.**

#### **2008 Winners of Dress Up Your Business as follows:**

- 1<sup>st</sup> - place Devine Gelato - Cnr Abbott and Aplin Stret (next to Outback Jacks)
- 2<sup>nd</sup> – Shoetopia - Woodward St, Edge Hill
- 3<sup>rd</sup> - The Coffee Club – The Esplanade

#### **Honorable Mentions for:**

- All-Star Dry Cleaners – Anderson Street
- Mediapower – Shields Street
- The Capta Group

#### **Background Information:**

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

Festival Cairns Operations Manager, Narell Black said the response exceeded all expectation with the “Love Cairns, Love the Environment” theme being embraced by over 30 businesses and as such, is omnipresent throughout the city.

Judging is taking place today and the winners will be announced tomorrow.

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

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

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

All prize winners will also receive tickets to the Festival Cairns VIP Finale event 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)

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