



Cairns Regional COUNCIL

MEDIA NOTIFICATION

Monday 6 April 2009

**COMMUNITY LEADERS FIRST TO VIEW NEW 'LOOK' OF REGION'S
KEY CELEBRATION**

What will Festival Cairns look like in 2009? This question will be answered with an unveiling of the new logo and brand by Councillor Val Schier, Mayor of Cairns Regional Council at Cairns Regional Council tomorrow, Tuesday 7 April 2009. Witnessing this special event will be a gathering of invited guests spanning representatives of local business and the cultural community.

Date: Tuesday 7 April

Time: 8.00am

Place: Cairns Regional Council

Mayor Val Schier says this gathering will provide a two-fold opportunity. To share Council's new vision of a reinvigorated, brighter and bolder Festival Cairns and to unveil the potential corporate sponsorship opportunities for local businesses; provoking community support of this much loved event.

Festival Cairns Coordinator, Belinda Griffin, will also be presenting on the day. "We are looking forward to unveiling the new 'look' and 'theme' of festival, both of which evolved from the community engagement we did last year for the new Regional Cultural Plan. Over 1000 members of the community gave us a good dose of local perspective on their thoughts about many issues, including Festival Cairns – and this reinvention is our response to that feedback," says Mrs Griffin.

Festival Cairns 2009 will roll out between Friday 21 August and Sunday 6 September. It is Tropical North Queensland's most significant community celebration and will incorporate a vibrant and dynamic program of free and ticketed events. In 2009 it will be proudly presented and coordinated by its founding organisation, Cairns Regional Council.

Ends

For more information:

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