

PRESS RELEASE

Re: The Launch of the Bendigo Easter
Festival

We have evolved!

The Bendigo Easter Festival has changed!

A New Name

A New Image

A New Calender of Events

A New Life Member

A New Parade Theme

A New Website

You have never seen what we have become.....

You are invited
to our
Membership and Logo Launch

26th Feb., 2003. 10.00am
Public Library Building, Old Senior Citizens
Clubrooms. Hargreaves St. p.h. 5434 6462

Peter to call everyone to order and introduce Barry Rochford or Maree Murphy

Maree to give overview of the mornings proceedings

- ♦ Change of name and image
- ♦ How is festival is shaping up this year
- ♦ There will be a presentation
- ♦ Light entertainment
- ♦ And a light morning tea
- ♦ Apologies

Maree to speak on the following

- ♦ The philosophy behind the name change from fair to festival
- ♦ A new image – new logo – a new branding that will flow through to all advertising, print, tv and website etc
- ♦ The festival will instigate a significant research program throughout the duration of the festival – to quantify peoples perception of the festival – to allow us to plan future festivals with added knowledge, etc

Maree to introduce new staff members

- ♦ Peter Robertson -
- ♦ Claire Peters -

Peter to run through the program for the 2003 festival

- ♦ Theme is our golden past, our golden future

Maree to introduce Simon Mulqueen

- ♦ Background to the nomination
- ♦ Invite Violee to say a few words
- ♦ Present Simon with Gold Key Ring (No 1200) and framed certificate

Claire to introduce entertainment

Maree to thank the children from the LESLEY COX SCHOOL OF BALLET, SIMON AND EVERYONE for taking the time to come

Invite all to stay for morning tea