

MEDIA RELEASE

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Attention: News Editor

Festival program blooms in 2015

Brilliant blooms, enticing events and country hospitality will be on show when the 2015 Great Southern Bloom Festival officially starts on 11 September.

The festival is a brainchild of the Hidden Treasures of the Great Southern tourism marketing group and celebrates the iconic Great Southern wildflower season as well as shining a spotlight on the lesser known attractions of the region's northern and eastern shires.

Currently in its fifth year, the festival is set to feature 37 specialised events over the four-week program across eight shires, and will attract a large contingent of wildflower enthusiasts to the region.

The program will be enhanced by a \$20,000 grant received from the Royalties for Regions-funded Great Southern Community Chest Fund.

Great Southern Development Commission Chairman Peter Rundle said the Commission was pleased to be a principal partner of the Bloom Festival, which has become a staple event on the Great Southern calendar.

"The festival is a wonderful opportunity to showcase the region's lesser known gems, combining wildflowers with other tourism experiences," Mr Rundle said.

"The program of events provides a boost to smaller communities, attracts visitors in a shoulder season and creates additional business for tourism operators and businesses alike."

The festival program is available online at www.hiddentreasures.com.au or from local visitor centres, community resource centres and event holders.

The official opening event will take place at the Kodja Place Visitors Centre in Kojonup, and will feature a talk by regional ecologist Nathan McQuoid.

Media contact: Bruce Manning, ph. 9842 4888



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Albany Pyrmont House, 110 Serpentine Road, PO Box 280, Albany WA 6331. Phone: (08) 9842 4888 Fax: (08) 9842 4828 Email: gfdc@gfdc.wa.gov.au

Katanning 10 Dore Street, PO Box 729, Katanning WA 6317. Phone: (08) 9821 3210 Fax: (08) 9821 3334 Email: katanning@gfdc.wa.gov.au

Web: www.gfdc.wa.gov.au