

## **MEDIA RELEASE**

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Attention: News Editor

### **Sign of spring**

Spring's first bloom has arrived with the launch of the Hidden Treasures of the Great Southern Bloom Festival program.

Media and invited guests attended a function at Bold Park in Perth on Friday 16 August where Central Wheatbelt MLA Mia Davies officially launched the 2013 festival program.

Great Southern Development Commission (GSDC) Chairman Peter Rundle invited the Perth audience and residents to visit the eight Hidden Treasures shires for Bloom Festival events.

The Bloom Festival, supported by the GSDC, Eventscorp and the Hidden Treasures shires, runs from Saturday 14 September to Saturday 19 October.

More than 35 events feature in the 2013 program, including wildflower exhibitions, walk and drive tours, open gardens, workshops, photography and art exhibitions, environmental awareness programs, market days and more.

Mr Rundle said the festival was a credit to the Hidden Treasures of the Great Southern, a GSDC-supported group that has notched up a decade of work promoting the eight shires of the northern and eastern parts of the region: Broomehill-Tambellup, Cranbrook, Gnowangerup, Jerramungup, Katanning, Kent, Kojonup and Woodanilling.

"Hidden Treasures has been recognised at State and national levels as a great model of a partnership between local governments and the community," Mr Rundle said.

"The Bloom Festival is a good example of what can be achieved by a dedicated group of enthusiastic people who love their land.

"I was pleased to invite Perth people to visit the Great Southern to join our spring celebration and I urge regional residents to take part as well," Mr Rundle said.

Mrs Holly said the Hidden Treasures committee was developing stronger partnerships with the region's Community Resource Centres (CRCs).



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“Tambellup and Gnowangerup CRCs provided administrative support for the 2013 program and the committee appreciates their contribution,” Mrs Holly said.

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