

MEDIA RELEASE

Our Ref: T15:0032

17 September 2012

Attention: News Editor

Bloom Festival celebrates spring

Spring is officially sprung in the Great Southern, following the launch at the weekend of the region's second Bloom Festival.

Wagin MLA Terry Waldron kicked off the festival at Cranbrook's Gillamii Centre on Sunday 16 September, heralding a program of 68 events over five weeks to 24 October.

After the official launch, Cranbrook hosted An All Things Spring Market Day, with produce, crafts and activities for children.

The Great Southern Bloom Festival takes place in the eight shires of the Hidden Treasures group: Broomehill-Tambellup, Cranbrook, Gnowangerup, Jerramungup, Katanning, Kent, Kojonup and Woodanilling.

It is supported by \$21,500 through the Great Southern Development Commission (GSDC), including funding from Tourism WA, and by Eventscorp.

GSDC Board Chairman Peter Rundle said the event provided good incentives for visitors and locals to enjoy the region's spring attractions.

"There is an event for everyone on the Bloom program," Mr Rundle said.

"Gourmet food, wildflower walks, beer appreciation, children's activities and open gardens will make any visit worthwhile.

"People who want to learn about home or garden improvement can take part in workshops.

"Ongerup and Nyabing are planning special events to celebrate their centenaries," Mr Rundle said.

The festival program celebrates the Australian Year of the Farmer.

The Bloom Festival program is available through www.kojonupvisitors.com or pick up a copy at participating outlets, visitor centres and community resource centres in the Great Southern.

Media contact: Bruce Manning, ph. 9842 4888



Building partnerships for regional prosperity