

## **MEDIA RELEASE**

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Attention: News Editor

### **Bloom closes on a high**

A month-long celebration of the Great Southern's floral riches closed on a festive high in Mount Barker on Saturday.

The Hidden Treasures of the Great Southern Bloom Festival started in Katanning on 15 September and presented a four-week program of more than 70 events in the region's nine hinterland shires.

In Saturday's bright sunshine, the festival concluded with a garden party finale featuring music, markets, activities and entertainment in the grounds of the Mount Barker Old Police Station Museum.

Bloom is supported by the State Government through the Great Southern Development Commission (GSDC) with a Community Chest Fund grant of \$50,000 over three years.

Bloom Festival coordinator Katy Shekell said the event's launch in Katanning drew a crowd of 1700.

"Over the month, we had a number of sell-out events, and interest was high in events across the region," Ms Shekell said.

GSDC Chair Ross Thornton said the festival had delivered a varied program in 2017.

"The GSDC is the founding supporter and principal partner of the Bloom Festival," Mr Thornton said.

"We have a strong appreciation of the role that it plays in promoting the inland areas of the Great Southern and helping to generating income from tourist activities in our regional towns."

**Media contacts: Bruce Manning, ph. 9842 4888**



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