



TENERIFFE

FESTIVAL JULY 2 2011

DESIGN & DATE ANNOUNCED FOR 2011 TENERIFFE FESTIVAL

After attracting a massive crowd of 30,000 people in 2010, the Teneriffe Festival is set to return to the streets of Teneriffe again this year after its highly successful launch in 2010.

The Festival's chairman, local business owner Richard Bodley, officially announced the 2011 date and new branding at the inaugural board meeting.

"I'm excited to confirm that the Teneriffe Festival will be staged again in and around the riverside streets on Saturday 2nd July," announced Mr Bodley.

"To celebrate our second year, we conducted a design competition in conjunction with the Design College of Australia. Out of over thirty entries, we've selected one student's concept to be the basis for the Festival's branding this year."

Lauren Sisson, a final year student at the college, is excited to have her concept selected and to be working alongside the Festival's board to develop advertising, marketing and digital collateral for the Festival.

"I'm also a local, so I'm pretty proud to have my concept chosen for a Festival that celebrates what I live and breathe every day," said Lauren.

The concept is called "Teneriffe Recollections" and is an eclectic mix of items that form the suburb's cultural and historic fabric.

"We felt it important to ensure that the annual festival remains fresh and lively and opening the branding up to a design contest was a great way to foster new ideas and involve students in a commercial process," explained Mr Bodley. "We couldn't be happier with the outcome and I congratulate Murray Sutherland from Basis Group and Clinton Harvey from the Design College of Australia for driving the process."

The 2011 Teneriffe Festival will have something for everyone, including a farmers, craft and fashion market, fashion parades, live music, family attractions, an outdoor picture show, sheep shearing, spinning and weaving, cooking demonstrations as well as historical displays and bus tours celebrating Teneriffe's rich history and culture. Food stands will serve market-fresh produce and snacks and the beverage stands will cater for all tastes.

For more information, check out the Festivals website at www.teneriffefestival.org

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