



MEDIA RELEASE

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GRIFFITH SPRING FEST BLOOMS

October is the nicest time of the year to visit Griffith. The weather is gorgeous, the gardens come alive, there are plenty of festivals and people are out and about. This year, in an exciting development, all the October festivities have been included in a new collective campaign called Griffith Spring Fest.

“Griffith Spring Fest captures the familiar and much loved October festivities and introduces some new exciting events under one marketing campaign. The Griffith Garden Festival, The Real Juice Company Citrus Sculptures, Paella by the Sculptures, the Long Italian Table Dinner, the Multicultural Festival plus our wonderful food and wine will all be showcased together and promoted as being complementary to each other” commented Councillor Rina Mercuri, Chairperson of the Griffith Garden Festival Working Group.

“The real attraction of developing one festival name is the increased power of a single branded marketing message. The new Spring Fest has greater product offerings, with more activities and events spread across several days.”

“With lots of things to do, people from outside the region are more likely to consider a visit and then decide to stay an extra day or two.”

Greg Lawrence, Manager Tourism and Economic Development said “The continued success of the Griffith

Garden Festival has come about due to many years of hard work, vision and passion. This long standing festival has achieved many milestones, and to now work under an umbrella brand to grow Griffith is exciting and commendable. The Griffith Garden Festival Working Group have shown great foresight in developing the Griffith Spring Fest concept”

One of the newest additions to the Griffith Spring Fest is the Multicultural Festival. Chairperson of the Multicultural Festival, Carmel La Rocca said “The Multicultural Council is delighted to be part of the Griffith Spring Fest. It will be great to have Council providing marketing support, allowing the Committee to work on adding vibrancy and fun to the Festival.”

To find out about Griffith Spring Fest, visitgriffith.com.au

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