

News Release

Contact:

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FOR IMMEDIATE RELEASE

1 November 2010



1-21 November 2010

A Festival For The Senses

Following a successful 50th Golden Jubilee Tulip Time Festival the Southern Highlands is again bursting with colour and aromas with the staging of the 5th annual **Wine, Arts & Roses Festival** from 1-21 November.

Over the 21 days of the spring celebration locals and visitors will be able to breath in the intoxicating aroma of roses and enjoy the last of our Spring open gardens, sample one, or many of our award winning cool climate wines and immerse yourself in the private world of many of our local artisans.

The Festival has grown to become a major part of the Tourism Southern Highlands (TSH) events strategy to increase visitation, and to position the Southern Highlands as one of Australia's key flora, wine and art regions.

TSH Executive Manager Steve Rosa said "the ongoing success of this Festival is the result of our local tourism industry and Council working together to identify ways to stimulate visitation to our region. The Southern Highlands is well placed to attract visitors looking for both, a day trip or short break experience. We are blessed with a number of key attributes with access to Australia's key

population bases, diverse natural attractions and rich history. The combination of our magnificent gardens, emerging wine industry and the highly respected arts industry will provide visitors with another reason to visit the Southern Highlands following this year's record Tulip Time Festival."

The popular, **Arts Studio Trail** event has this year been expanded over two dedicated weekends, where some 50 local home Studios, Exhibitions and Galleries will be open to the public. Most galleries will be open daily throughout the Festival, and Studios in the Northern region of the Highlands will be open on Saturday 6 and Sunday 7 November, whilst those in the Southern Region will be open on Saturday 20 and Sunday 21 November.

13 private Rose Gardens and 16 Cellar Door Wineries will compliment this year's program. A number of special events including: Concerts, workshops and some great food & wine experiences will give visitors reasons for returning to the Southern Highlands this November.

With so much to see and do during this year's festival, TSH has developed a micro web site www.southern-highlands.com.au/WAR to showcase the events and trails. So why not declare WAR on your senses and revisit the Southern Highlands this November!

Further information can be obtained by visiting the website www.southern-highlands.com.au/WAR, or Ph: 02 4871 2888, or

Email to tourism@wsc.nsw.gov.au

Ends

MEDIA LAUNCH

Photo & Interview Opportunity

5th Chapter Estate, 217 Walkers Lane, Avoca
11.00am Thursday 4 November 2010

A comprehensive Media Kit, photos & logos are available for promotional use.

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