



News Release

Contact:

Steve Rosa – Group Manager
Tourism, Economic Development, & Events
Phone: 02 4871 2888
Email: tuliptime@wsc.nsw.gov.au

17 March 2014

2014 TULIP TIME CHARITY ANNOUCEMENT

Wingecarribee Council Group Manager Tourism, Economic Development & Events, Steve Rosa, today announced that **Guide Dogs NSW/ACT** will be this year's charity partner for the Southern Highlands **2014 Tulip Time Festival**, which will celebrate its 54th Anniversary as one of Australia's leading flora events, and one of the only remaining Charity Based flora festivals in NSW.

Steve Rosa said "The partnership between Tulip Time and Guide Dogs NSW/ACT will ensure that the 2014 Tulip Time Festival will continue to be positioned as one of regional Australia's 'must attend' community springtime events. This year's partnership will greatly assist our efforts to ensure the festivals sustainability and attractiveness as a community event whilst also providing valuable exposure and financial benefits to the Guide Dogs NSW/ACT."

The Guide Dogs work tirelessly to ensure that people who are blind or vision impaired continue to lead independent, fulfilling and colourful lives and voted as Australia's most trusted charity in 2013 by Reader's Digest.

The Tulip Time partnership will provide an opportunity for this charity to broaden its reach, message and build brand awareness whilst also being a valuable fundraising event. Funds raised by the Guide Dogs during Tulip Time will be apportioned back to the local Wingecarribee community to fund much needed initiatives and programs.

CEO of Guide Dogs NSW/ACT, Graeme White said "We often take our sight for granted. As a nature lover, I can't imagine not being able to see colour, shape or be able to enjoy the beautiful displays of tulips at this year's Festival. Each year, Guide Dogs NSW/ACT helps over 4,000 people with vision impairment to be more confident and lead more independent lives. We're very grateful to Tulip Time for appointing Guide Dogs NSW/ACT as this year's charity partner. This partnership will contribute greatly towards assisting people with vision loss in the Wingecarribee region enabling them to be more involved in the community and to live more fulfilling and independent lives."

This year's Festival will see a number of positive changes:

1. The Corbett Gardens 2 week Tulip Time showcase is being brought forward to counteract the Highlands warmer winters thus causing early flowering bulbs (16th September to 28th September);
2. The Street Parade will now be conducted at 11am on Saturday 20th September to facilitate the inclusion of some new events post the parade; and
3. Tulips After Dark will be replaced by two Saturday afternoons of must see entertainment (from 2pm-6pm on 20th and 27th September) given recent years inclement weather.

All this will be supported by an extensive program of events and activities which will be underpinned with the key Festival messaging of 'A Colorful Life' coupled with the central colour theme of yellow which will adorn the streets, businesses and gardens during this year's festival.

The official 2014 Tulip Time launch coinciding with the first bulbs being planted will be held on Tuesday 29th April at 10am in Corbett Gardens, Bendooley Street, Bowral.

Details regarding the appointment of the Tulip Time Ambassador will follow at a later date.

ENDS



**Photo & Interview Opportunity with Mayor Clr Juliet Arkwright
together with Tulip Time and Guide Dogs NSW/ACT Representatives**

*Additionally available for interviews on behalf of Guide Dogs NSW/ACT is spokesperson
living in the Wingecarribee Shire with vision impairment who is also a guide dog user.*

**Official Launch and Bulb Planting 10.00am Tuesday 29th April 2014
Corbett Gardens, Bowral**