



MEDIA RELEASE

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Our Pub Crawl now World's Greatest Pub Fest

The Fraser Coast's World's Greatest Pub Crawl is still just as great as ever, but it has now grown into the World's Greatest Pub Fest.

Fraser Coast Regional Council's Principal Officer Marketing, Tourism and Events, Ron Murray says that at least 10,000 people enjoyed the event last year and organisers are expecting another dramatic increase in attendance this year.

"To date the event has remained incident free. It has received global recognition and brings thousands of visitors to the region each year so it is more and more important to maintain a safe and enjoyable experience, ensuring the region is showcased in a positive light.

"While the event still retains all the much-loved aspects of the good old-fashioned hotel hop, this year it is taking on some exciting additions and improvements that propel it into a different category," said Mr Murray.

"To enable the World's Greatest Pub Fest to grow as we and the public expect it to, the event has undergone a fresh new blue re-brand and will now be classified as a fest catering for the more diverse event-goer it now attracts.

"Each year more participants come along for the celebratory atmosphere, the fancy dress competitions or to support the charity rather than to drink at every hotel, so we need to cater for these people. You can get into the spirit of the pub fest without getting into the actual spirits. The World's Greatest Pub Fest is all about getting together and celebrating with good old-fashioned mateship and having fun. Whether you are a tea-totaller or you like a drink or two, the Pub Fest is for everyone."

Mr Murray said the organisers also needed to take into account the expectations of sponsors and stakeholders which included state and local government.

"The name modification and new initiatives will encourage support and sponsorship and ensure the sustainability of the event," said Mr Murray.

For media enquiries contact:

Kevin Corcoran, Principal Officer, Corporate Communications
Ph: 07 4197 4500 or 0409 724 803

Jan Rolston, Media Officer
Ph: 4197 4464 or 0407 519 476

New initiatives include –

Why so blue in 2010?

This year's fresh, blue rebranding acknowledges the nominated charity for 2010 - the Prostate Cancer Foundation of Australia – a national charity that aims to provide support, information and advocacy to men and their families impacted by prostate cancer.

The 2010 World's Greatest Pub Fest will encompass a "Jazz Up Your Jocks" competition as part of the event's established fancy dress competition to help raise awareness of the nominated charity.

One dollar from the sale of each Pub Fest participation card will be donated to the Prostate Foundation of Australia for education.

Diageo's Smart Shout

During the 2010 Pub Fest it's Diageo's shout with the company providing more than 20,000 free bottles of spring water to remind event-goers to rehydrate between drinks.

All official Pub Fest venues will stop serving alcohol for two 15-minute periods during the event and will provide the free bottled water instead ensuring that event-goers are well hydrated during peak participation time.

Diageo's Smart Shout synergises well with the Fraser Coast Council's objectives to increase responsible messages throughout the event.

World's Greatest D-D

So you've got your costumes sorted, your cards in hand and you're ready to roll, but who's going to opt out of drinking at a PUB FEST and be the designated driver (D-D)? New initiatives are in the wind to ensure that being the D-D is an attractive option to take with rewards on offer for responsible mateship.

Hydration Stations

A group of Maryborough churches will contribute towards the safety and well being of participants by providing rehydration and toilet facilities to those walking between the hotels. This initiative is in response to 2009 Pub Crawl feedback.

Wide range of mid-strength beers on offer

Events such as the World's Greatest Pub Fest are now classified across the board as "high risk" by liquor licensing due to the expected high attendance. Liquor licensing aims

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to ensure a safe environment for all event goers so has introduced the provision that only mid-strength liquor may be supplied for the duration of the event.

Hoteliers will support that initiative by providing a wide range of mid-strength options, reinforcing the idea that you do not need to drink full-strength beer to have full-on fun.

For more information on how to get involved in the World's Greatest Pub Crawl go to www.worldsgreatestpubfest.com.au

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