



MEDIA RELEASE

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PARKES ELVIS FESTIVAL ENTERS NSW TOURISM HALL OF FAME

Rounding out a fabulous year for the Parkes Elvis Festival, the event has been named the best festival in the State at the 2018 NSW Tourism Awards.

The 2018 Festival was named winner of the Festivals and Events category at a gala celebration held at Luna Park in Sydney on Thursday 22 November.

Having won the same category for three consecutive years, the Festival was also inducted into the NSW Tourism Hall of Fame.

The annual awards program celebrates and recognises groups that demonstrate excellence in tourism, services and experiences across New South Wales.

Festival Director Cathy Treasure said, "to be inducted into the Hall of Fame is the icing on the cake for what has been the most successful year to-date for the Parkes Elvis Festival."

"This is the third time Parkes Elvis Festival has won this award, which is recognition of all the hard work and dedication of our fantastic volunteers, supporters and staff who have made the Festival what it is today."

Parkes Elvis Festival was one of six finalists in the Festivals and Events category, taking home the title ahead of the Australian Celtic Festival, Canowindra International Balloon Challenge, Deni Ute Muster, Eat the Street Lismore and Woolgoolga Curryfest.

Parkes Shire Mayor, Councillor Ken Keith OAM said this is a stellar achievement for a community generated event that has significant economic impacts for Parkes and the wider Central NSW region.

"From a one-night only event drawing a few hundred Elvis enthusiasts, to offering more than 120 events across five days - the Parkes Elvis Festival is testament to our wonderful community who have cemented Parkes as a premier tourist destination."

The 2018 Festival attracted more than 25,000 visitors, had a global media reach of 200 million and injected \$13M into the regional economy.

Parkes Elvis Festival will now progress to the national level at the QANTAS Australian Tourism Awards to be held in Launceston on Friday 1 March 2019, where it will be judged against the best of the best throughout the country.

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PARKES
It all adds up.