



# MEDIA RELEASE

28 MARCH 2019

## ELVIS WAS ALWAYS ON MY MIND

Parkes Shire Council has announced that Tiffany Steel has been appointed to the position of Parkes Elvis Festival Sponsorship and Marketing Coordinator.

Tiffany brings to the organisation a wealth of talent in sponsorship and event management, combined with local government experience and a great personal connection to the Festival.

It all started in 1993 at the age of 17 when Tiffany picked up a microphone and was MC for the inaugural event at Gracelands Restaurant, that was owned by her parents Bob and Anne Steel.

It was the Elvis Festival that ignited Tiffany's passion for events. She spent the next 25 years working in the industry organising events around Australia and abroad. She has worked in events, marketing and business development roles for several well-known not-for-profits, private enterprise and for Local Government.

Tiffany was an active committee member of Elvis Revival Inc for many years. Working closely with Bob and Anne, she organised the main stage entertainment and launched events including the Miss Priscilla Dinner and Elvis Golf Day.

During her time as the Coordinator for the 2007 Festival, she managed the sponsorship program, formalised the volunteer program and launched the first souvenir program.

Tiffany said "I'm super excited to come home. It's the icing on the cake to be able to work on the Elvis Festival. It's been such a huge part of my life".

"I have loved being a part of the festival and watching it develop, grow, learn and evolve over almost three decades to what it is today - one of Australia's most iconic events".

Fast forward to 2019, 27 years since its inception, the Parkes Elvis Festival is now officially known as one of the top three festivals in Australia, and recently was inducted into the NSW Tourism Awards Hall of Fame.

Festival Director, Cathy Treasure said "We are honoured to have Tiffany as part of our team. She will bring fresh ideas and extensive experience to the role, combined with a personal drive to make the festival succeed".

Tiffany has been enjoying the Festival as a spectator for the past few years. "I'm ready to roll up my sleeves to help organise the 2020 Festival and ensure it remains as a must-do on the Australia's yearly event calendar" adds Tiffany.

Tiffany is joined by her daughter Ruby who is equally excited about relocating to Parkes. Ruby has grown up with the Festival and is a fan of Elvis and adores Priscilla.

Tiffany said "I'm keen to get reacquainted with the community so don't be shy come and say hello".

Image: Tiffany Steel is pictured at the 2019 Parkes Elvis Festival



Parkes Elvis Festival PO Box 532 Parkes NSW 2870  
P 02 6862 6000 F 02 6862 1023 E [elvis@parkes.nsw.gov.au](mailto:elvis@parkes.nsw.gov.au)  
[parkeselvisfestival.com.au](http://parkeselvisfestival.com.au)

**PARKES**  
It all adds up.