



MEDIA RELEASE

PARKES ELVIS FESTIVAL ENTERS HALL OF FAME

Parkes Elvis Festival has been honoured at the 2019 Regional Tourism Awards, inducted into the Festival and Events Hall of Fame at a gala celebration held at the Western Plains Zoo in Dubbo on Saturday 27 July 2019.

The Hall of Fame accolade comes off the back of three consecutive wins in the Festivals and Events category.

The category recognises festivals, events and exhibitions that enhance the profile and appeal of the destination in which they are held and create a significant economic impact for the destination.

Parkes Elvis Festival Director, Cathy Treasure, said "being a Hall of Fame inductee is a fantastic achievement for Parkes Elvis Festival and is a credit to all of the hard work that our amazing committee, volunteers, and Council staff put into the Festival".

"Tonight was made even more special having accepted the award with Festival founders, Bob and Anne Steel. The Festival would not be at the internationally acclaimed level it is without the vision and dedication of Bob and Anne," Ms Treasure added.

The Regional Tourism Awards are held annually to acknowledge excellence in tourism across the four regional tourism areas: Riverina Murray, North Coast and Country and Outback.

The Country & Outback Destination Network is the largest, covering from Broken Hill out west, through to Oberon and all the way up to the Queensland border.

Parkes Shire Mayor, Cr Ken Keith OAM said "we often joke that it took 27 years for the Festival to become an overnight success, but it is all thanks to our wonderful community, hard working volunteers and devoted staff that has enabled the event to achieve international acclaim."





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"This year we welcomed in excess of 27,000 people to Parkes, recorded more than 400 million media hits, and delivered around 200 individual events over the five days - and those numbers don't seem to be slowing down."

In 2020 Parkes Elvis Festival will celebrate its 28th year with the theme "Frankie & Johnny".

END OF RELEASE

Precis or Summary:	Parkes Elvis Festival has been honored at the 2019 Regional Tourism Awards, inducted into the Festival and Events Hall of Fame at a gala celebration held at the Western Plains Zoo in Dubbo on Saturday 27 July 2019.		
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		Embargoed Until:	29 July 2019 Immediate Release
Distribution:	Local and Regional Media		

