



PARKES ELVIS FESTIVAL BUSH FIRE APPEAL

In the midst of Australia's devastating bush fire crisis, Parkes Shire Council have launched a bush fire fundraising appeal to take place during the 2020 Parkes Elvis Festival from today until Monday 13 January.

All funds raised will go directly to Red Cross Disaster Relief and Recovery to help support our phenomenal emergency service workers and aid bush fire disaster-affected communities across Australia.

Donations to Red Cross Disaster Relief and Recovery fund help cover the costs of coordinating a volunteer led disaster relief effort, including training of volunteers, equipment, transport, as well as the provision of shelter and psychological first-aid to affected communities.

Mayor of Parkes Shire, Cr Ken Keith OAM said our hearts go out to those affected by the devastating bushfires.

"The impact of the fires on top of this relentless drought is profoundly felt across our country, and while the small, rural community of Parkes is not currently affected by bushfires we are connected to the rest of the nation through the 27,000 visitors that come to the Parkes Elvis Festival each year.

"Many of our visitors, friends, and relatives have been touched by the ongoing bushfire crisis, and we would like to support the Red Cross relief and recovery efforts during these challenging times."

Parkes Elvis Festival Director Cathy Treasure said, "We understand this will mean disappointment for some of those that can't get here, and we respectfully invite you to watch our happy festival via our social channels and hope it brings you a little something to smile at during these horrible times."

"We know that regional communities like the south coast of NSW appreciate the value of the tourism and events to underpinning regional economies especially in these tough times battling fires and drought, and that's exactly what the Parkes Elvis Festival was created to do in bringing tourism dollars in low economic times."

"Elvis had a huge heart and we know that our Festival goes share that same goodwill, so be a loving teddy bear and jump on our fundraising page to donate now"

<https://fundraise.redcross.org.au/fundraisers/ParkesElvisFestival/fundraise-for-disaster-relief-and-recovery>.

In the days that have followed the ABC New Year's Eve donation drive, the Red Cross have been able to deploy 1,285 trained staff and volunteers to disaster-affected communities.

That's what Red Cross does best. While other organisations do an incredible job fighting the fires, repairing physical damage, or distributing food, water and other essential supplies, Red Cross play their part in the big picture by providing additional care and psychological support to those most affected in a crisis.

"We want to wrap our loving arms around you all!" Cathy concluded.

For festival updates, follow our social media pages and our website. www.parkeselvisfestival.com.au

EVENT NAME: Parkes Elvis Festival
DATES: 8-12 January 2020
THEME: Frankie and Johnny
WEBSITE: www.parkeselvisfestival.com.au
LOCATION: Parkes, NSW, Australia

EDITORS NOTES

Parkes Elvis Festival

Parkes Elvis Festival is held annually in the second week of January in Parkes, New South Wales, coinciding with the birthday of Elvis Presley. Parkes has a population of 12,000 and is located 365 kilometres west of Sydney. In January 2019 over 27,000 visitors attended the Festival, more than doubling Parkes' population.

The Festival began in January 1993 as a small get together at Gracelands Restaurant. It was so much fun they decided to do it again - and again! Over the following 10 years additional events were added and it became a two-day Festival. With the vision and effort of the voluntary organising committee as well as the support of Parkes Shire Council, the Festival exploded in popularity and word quickly spread across Australia of the fun and unique event in regional NSW.

Following its tremendous success, in 2014 the Festival transitioned management to Parkes Shire Council under a Section 355 Festival Committee. The Festival now regularly attracts visitors from all around Australia and stages more than 200 events annually. In January 2015, Parkes Elvis Festival was officially endorsed by Elvis Presley Enterprises, Inc., the trustees of the estate of Elvis Presley. Official endorsement elevates Parkes Elvis Festival to the ranks of premiere Elvis tribute festivals in the world.

Parkes Elvis Festival is supported by the NSW Government via its tourism and major events agency, Destination NSW.



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