



PRESS RELEASE 2 June, 2014 – Countdown begins for festival favourite

THE countdown is on to the Whitsundays favourite family friendly festival.

The Whitsunday Reef Festival is only two months away, with the Porters foreshore fireworks set to start the festivities with a bang on Friday, August 1.

The volunteer committee are working hard behind the scenes to bring some huge acts to town to make sure everyone has the time of their life dancing through the streets of Airlie.

While the committee plugs away in the background, members of the community are reminded to start preparing their floats for the Rotary Street Parade, taking place on Saturday 2 August.

This year, the festival is continuing with the theme Heart of the Reef, embracing all that is great and wonderful about living in the Whitsundays.

The main street is blocked-off for the popular parade, as the crowds line the street and spill out of the pubs and cafes, cheering the floats on.

It provides lots of laughs and the opportunity for schools, community groups, businesses, sports groups and anyone else interested to work together to build a float and showcase their cause to the community.

The Rotary Club of Airlie Beach are sponsoring the event, and president Allan Robinson said he is looking forward to the colourful spectacular.

“It is great to see all the businesses and groups take part in the Rotary street parade. The more the merrier! The street parade displays all that is great about our vibrant town, and is proof that we are alive and well,” he said. “Rotary are always happy to partner the Reef Festival for this exciting event.”

For more information about the festival, or to register your float, visit [www.whitsundayreeffestival.com.au](http://www.whitsundayreeffestival.com.au).

Any businesses interested in sponsoring the festival should email [secretary@whitsundayreeffestival.com.au](mailto:secretary@whitsundayreeffestival.com.au)

IMAGE:

QUACK QUACK: Award winning business Ocean Rafting let their duck's roam the streets in the Rotary Street Parade at the 2013 Whitsunday Reef Festival.

Photo credit: Steve Fraser

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