



## PRESS RELEASE

### Airlie set to rock in August

The biggest and most exciting news to hit Airlie Beach this year was announced today. The Whitsunday Regional Council and the Whitsunday Reef Festival have teamed up to present the biggest party of the year: the Airlie Beach main street launch party.

The main street of Airlie Beach has been under renovations since June 2012, causing local trade and the crucial tourism industry to plunge into difficult times.

Now it's finished and it's time to celebrate.

The celebrations will take place during the annual Reef Festival that runs from August 15-18. The festival, in its 13<sup>th</sup> year, will incorporate a street party that the town hasn't seen for years, full of vibrant colour, incredible sounds and amazing street performers.

The town will be alive with activity as the main street is closed, traders will spill onto the road and people fill the streets.

The annual Reef Festival offers events to suit all ages, including a street parade, family fun day, comedy, fashion and the infamous Great Whitsunday Fun Race, to name just a few.

There will be live entertainment all weekend, activities on and off the water, starlight movies and plenty of stalls, shops, restaurants and bars on offer.

The festival is run by volunteers and funded by local businesses and organisations. The Whitsunday Regional Council will help boost the festival with a \$20,000 contribution, to ensure the festival will truly be the biggest ever.

Chairperson of the festival and local musician, Margie Murphy is thrilled that the festival, already a favourite with locals, can offer the platform for the town to unite and celebrate and hopefully put an end to what has been a very difficult 12 months.

"The Reef Festival has always been about celebrating what is great about living in the Whitsundays. This year the festival is so much more than that. It's about a town uniting and starting afresh, with a massive party in true Airlie Beach style," Ms Murphy said.

"We invite everyone from far and wide to help us celebrate from August 15-18. Come and join the party."

From more information visit [www.whitsundayreeffestival.com.au](http://www.whitsundayreeffestival.com.au).

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