

## **Kiwi Festival 2011: Fresh Events, Fresh Faces and Longer**

**TAURANGA, 30 July 2010.** Kiwi Festival organisers have announced plans for 2011, unveiling ZESPRI's continued sponsorship, new trustees, new festival management, new events for the whole family and the addition of an extra day.

Kiwi Festival was founded in 2010 by the Coastal Bay of Plenty Festival Charitable Trust. In February this year it pulled together over 20 events that celebrated the region's natural foods, diverse activities and wonderful coastal 'kiwi' lifestyle.

Chairman of the Trust Graeme Crossman says the 2010 festival worked well drawing together a range of events under one iconic banner and showcasing the region as the food bowl of New Zealand, and a fantastic place to live, work and visit. "Building on the successes of 2010, we are extremely pleased to announce that Kiwi Festival 2011 will now run for 10 days from Friday 25<sup>th</sup> February through to Sunday 6<sup>th</sup> March."

ZESPRI is continuing its support for the Kiwi Festival in 2011. ZESPRI's Director of Corporate and Grower Services and Kiwi Festival Trust member, Carol Ward, says ZESPRI is looking forward to joining staff, growers, post-harvest partners and the local community in celebrating everything the Bay of Plenty has to offer.

Three respected trustees have joined the Trust board. They are Farmer Autovillage founder Peter Farmer, Environment Bay of Plenty Councillor Jane Nees and Priority One's CEO Andrew Coker.

"These are people of vision and experience who bring fresh ideas, strategic thinking and local governance experience to the Trust," says Crossman. "The Trust was formed with a long-term goal of engaging other coastal communities within a five-year time frame but this has happened after just one year."

Bolstering the line-up of uniquely kiwi experiences in Te Puke, Tauranga and the Mount are several new events: the Whakatane Hot Summer Night Street Festival, the Classic Matata Festival and a Heritage and Culture day in Katikati. Maketu's popular Kaimoana Festival, which drew around 2,000 people in 2010, will also feature again.

The 2011 Variety Bash, a convoy of unique old cars, fire engines and other crazy vehicles and characters, will participate in the festival, raising money for Variety – the children’s charity which supports sick, disabled and disadvantaged Kiwi kids.

“We are also delighted to announce the Gartshore Tauranga Wine and Food Festival will be the finale event for Kiwi Festival 2011. As a wonderful celebration of the region’s best wine, food and entertainment, this event strikes the right note to wrap up Kiwi Festival,” says Crossman.

The Trust has appointed local agency Village PR to manage the 2011 Kiwi Festival. Village PR will be responsible for building the Kiwi Festival brand, its programme planning, delivery and working with partner event organisers. Pip Buckley, senior consultant at Village PR and former Comvita Corporate Affairs Manager, will take on the role of 2011 Kiwi Festival Manager. Buckley has 20 years experience in marketing, brand communications, stakeholder relations and events management.

In the coming months the Trust will announce more details about the complete 2011 Kiwi Festival programme. In the meantime, Crossman says the Trust is still actively looking for further sponsorships. “This is an excellent opportunity for local businesses to put their services or products in front of local, national and even international audiences,” he says.

Crossman says that Kiwi Festival is an event which has captured the imagination of many people around the region with individual event organisers recognising the benefits of being part of a strongly-branded event with a local, national and even international reach.

“By focusing and promoting events that showcase all things ‘Kiwi’ plus the Bay of Plenty’s unique points of difference, we believe Kiwi Festival has the potential to become New Zealand’s summer equivalent of the world-renowned Queenstown Winter Festival,” says Crossman.

Ends

For more information or images please contact:

Pip Buckley

Kiwi Festival Manager, c/- Village Public Relations

Phone (07) 572 1608

Mobile 021 555 989

Email: [pip@villagepr.co.nz](mailto:pip@villagepr.co.nz)