

**MEDIA RELEASE**

**'Ballarat in Bloom' with *SpringFest***

Spring could not be any better represented as the major theme of [Ballarat Regional Tourism's](#) (BRT) '[Ballarat in Bloom](#)' marketing campaign – with the 'SpringFest' season of events.

BRT Chairman Stuart Benjamin said the annual Rotary Club of Ballarat Inc SpringFest fundraising events have been bubbling away with activities since August, and will culminate with the grand finale 'Pipers by the Lake SpringFest Markets' on Sunday November 4.

He said the 'Ballarat in Bloom' campaign, which highlights gardens, fashion, vintage shopping, as well as food and wine to locals and tourists alike in Spring - is all summed up at the market day.

"Wandering the foreshore of Lake Wendouree on the market day allows you to soak up the picturesque location, sample food and drinks and shop till your heart is content – all the while showcasing the best that Ballarat has to offer in hospitality, fun and a diversity of activities to suit everyone," Mr Benjamin said.

Spokesperson for the markets, Kate Burrows said it's a jam packed schedule offered at a relaxed pace from 10am to 4pm.

"Along with the market stalls, we also have the 'Outrigger Canoe Regatta', a 'Sovereign Hill by the Lake' experience, 'Fairy Land' kids adventure area, a 'Tram Pull' strength competition, the 'Show and Glow' motor car display, 'International Fest' cultural showcase and the 'Music Festival' for bands, schools and the community to show-off their talents."

"The 'Shannon's Show and Glow' motor and car display at the east side of lake Wendouree at the start of the rowing course, is expected to attract over 300 spectacular vehicles from car clubs and many private collectors around the state," Mrs Burrows said.

"And some of the market stall holders set to display their goodies for sale range from hand-made natural soy candles to freshly made sourdough breads, chemical free mosquito repellents, to kids boutique fashions and just about anything you could ever want."

For full details including times, locations around Lake Wendouree for individually staged events, and contacts - see the website at <http://www.ballaratspringfest.com.au/>

A full list of activities in the *Ballarat in Bloom* campaign are listed on the Visit Ballarat website – [www.visitballarat.com.au](http://www.visitballarat.com.au)

...ENDS.... 24<sup>th</sup> October, 2012