
*Celebrating and Showcasing
the Land Down Under*

2007 Australian Festival
Fort Lauderdale, Florida
www.australianfestival.com



The Australian Festival
11767 S. Dixie Highway
Private Mailbox 146
Pinecrest, FL 33156
(202) 321-7888

PRESS RELEASE

The Australian Festival - USA, Inc. - 11767 S. Dixie Highway - Private Mailbox 146 - Pinecrest FL, 33156 - (202) 321 7888

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G'Day South Florida - Come Celebrate The Land Down Under!

Ever dreamed of visiting the Land Down Under? How about playing a didgeridoo and learning about the Aboriginal Culture?. Maybe some shopping in Down Under Market Place before trying some great Aussie Tucker for lunch. Then can cap off your visit listening to the sounds of Music Down Under while the kids are watching our famous Sheep Herding demonstration and learning about their favorite Aussie animal...

Well Mates - On November 2-4, 2007 you can visit the Land Down Under and never leave South Florida as the 2007 Australian Festival comes to C.B. Smith Park in Pembroke Pines for a three day Australian-American Celebration!

The Australian Festival is an Australian Celebration and Showcase that consists of 10 key Areas—Kids Down Under, Music Down Under, Travel Down Under, Down Under Market Place, Dream Time Village, G'Day Café, Down Under Winery, Sports Down Under, The Australian Pavilion & Jackaroos Pub— with 350 participants from Australia, New Zealand & the United States and over 50 hours of Australian Music and Entertainment throughout the festival.

The Festival features Australian music, travel & market place booths, indigenous & cultural entertainment, kids activities, animal education, kids corner, sports matches, clinics & workshops with great food & drink including Aussie Wine Tasting — All from the Land Down Under. We even have our festival raffle that's main prize is a round trip for two to Australia - compliments of Air New Zealand.

Participants include 25 Market Place and Travel Booths - 15 Australian Music Acts (over 50 musicians) including indigenous artists - 20 Australian Food and Wine Companies, 10 Sports Club featuring Cricket and Australian Football (over 100 athletes) with 20 Sponsor and Partner organizations joining in the celebration.

Visit The Land Down Under With Our Key Areas & Features:

- **Kids Down Under** : Australian themed children's entertainment & education area...
- **Music Down Under** : Showcasing 15 Australian Music acts with over 50 musicians ...
- **Dream Time Village** : Indigenous art, culture, music, workshops and education...
- **Travel Down Under:** Visit with Aussie Travel Specialists to plan your Dream Trip...
- **Down Under Market** : Australian Companies, Products, Demonstrations, & Seminars...
- **Down Under Winery:** Experience Australian Wine thru taste, education, and information...
- **Australian Pavilion** : Center of the Festival with music, entertainment & presentations...
- **Sports Down Under:** Promoting & showcasing Australia Sport with Cricket & Footy...
- **G'Day Cafe** : Festival Food Cafe including meat pies, lamingtons, ginger beer & plenty more...
- **Jackaroos Pub** : The Official "Local Pub" of the Festival - great Aussie wine & beer...

The 2007 Australian Festival - November 2-4, 2007 – Greater Fort Lauderdale/Broward County

Down Under Business Forum - G'Day Mates Schools Program - The Australian Festival

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Join in our Special Events including:

- **Sheep Herding Demonstration: Sheep Herding Demonstration:** The event that always makes the festival come to a stand still – our famous Sheep Herding Demonstration will delight both young and old as we raise the profile of Australian Sheep and their world class wool.
- **Down Under Winery:** Australian Wine Tasting throughout the weekend with 10 Australian companies and over 30 individual wines served with Mainland New Zealand cheese....
- **The Gathering Concert:** On Saturday Evening featuring Indigenous Australian Artist **David Hudson** with **Brother** and **Martine Locke**
- **Walk Pembroke Pines:** Alan Waddell, 93, has walked every street in 248 suburbs of Sydney, Australia and now Alan invites Pembroke Pines to join in the Walk City Streets revolution...
- **Win A Dream Trip For 2 To Australia:** Our Trip To Australia Raffle is sure to be popular with the winning destination - the Land Down Under. Winners announced at our closing ceremony...
- **Australian Silent Auction:** Raising funds for SOS Children's Villages - USA - will feature some unique Australian items available online and bidding opportunities all weekend long...

And Our Official Australian Festival Theme Song:

Written and performed by **Ken Davis** From Sydney/Australia - Pianist, Composer and International Performer who will be playing the 2007 Australian Festival

"This Is My Australia" – Can be found online at – www.australianfestival.com

Official Sponsors & Partners:

Southern Light and Gas, Down Under Answers, Air New Zealand, Barrier Reef Pools - USA, Mainland Cheese, Bank of America, Broward County Public Schools, Australian Trade Commission, Broward County Parks & Recreation, City Of Pembroke Pines, BeareWare, Australian Geographic, Greater Fort Lauderdale Convention and Visitors Bureau, Superyacht Base, Gold Coast City Council, Citrix, Wexco Aviation Services, Palm Beach Zoo & Kids Ecology Corps...

Official Charity:

SOS Children's Villages - Florida - Part proceeds from each festival ticket sold will be donated to SOS Children's Villages - Florida.

SOS Children's Villages - USA - Australian Silent Auction proceeds will be donated to SOS Children's Villages - USA.

Advance Discount Ticket Sales:

Advance Discounted Tickets go online for sale this week with up to 33% savings. Ticket packet include Aussie & Family Paks as well as discounted individual tickets. Australian Festival Online Ticket Shop can be found at www.australianfestival.com

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2007 Australian Festival Dates & Times

November 2-4, 2007 - Come Say G'DAY!
Friday Session - 3:00 p.m. - 9:00 p.m.
Saturday Session - 9:00 a.m. - 9:00 p.m.
Sunday Session - 9:00 a.m. - 9:00 p.m.

2007 Australian Festival Location

C.B. Smith Park, Pembroke Pines
900 North Flamingo Road
Pembroke Pines, FL 33028

Australian Festival Admission Prices

General Admission - Gate Prices *

Adults - \$15.00 - Seniors/Students - \$8.00
Children - \$8.00 - (12 and Under)
Children 2 & Under - FREE

* Part proceeds from each ticket sold supports
SOS Children's Villages - Florida.

Online Ticket Prices (Limited Time Only)

Family Pak (2 Adults, 2 Children - \$30.00
Aussie Pass (3 Day Access) - \$30.00
Adults - \$12.00 - Seniors & Students - \$8.00
Children - \$6.00 (12 and Under)

* \$1.50 County Park admission per person
This Must Be Paid upon entry to the park.

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FOR FURTHER INFORMATION

The 2007 Australian Festival - www.australianfestival.com

November 2-4, 2007
C.B. Smith Park
900 North Flamingo Road
Pembroke Pines, FL 33028

Additional Premier Events:

Business Down Under Forum - www.businessdownunder.com

November 2, 2007
Hyatt Regency Bonaventure
250 Racquet Club Road,
Weston, Florida, 33326

G'Day Mates Schools Program - www.gdaymates.org

November 2, 2007
C.B. Smith Park
900 North Flamingo Road
Pembroke Pines, FL 33028

Interviews, Photos and Aussie accents for promotion are available upon request.

2007 Festival Schedule - <http://www.australianfestival.com/schedules/schedule.htm>

Media Standards and Images can be found at - <http://www.australianfestival.com/standards.htm>

Festival Fact Sheet is available online in the document center - <http://www.australianfestival.com/documents>

For more information about the Australian Festival please visit - <http://www.australianfestival.com>

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FOR FURTHER FESTIVAL MEDIA INFORMATION

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Additional Media & Image Requests

Festival Design Director - [Vicki Payne](mailto:vicki@australianfestival.com)
(615) 443-9050

About The Australian Festival:

Founded in 1997, the Australian Festival is an Australian celebration founded in Nashville, Tennessee. From the early days of the Festival, a commitment to Australian authenticity - matched with quality and attention to detail - has produced the largest Australian showcase in North America.

Over 50,000 patrons have attended the Festival since its inception, enjoying Australian arts & culture, tourism & travel, education & immigration and business & trade - all from the Land Down Under. The Australian Festival features 10 key areas and operates 4 premier events that provide a unique Australian experience for the whole family.

The Australian Festival is operated by The Australian Festival - USA, Inc. - A not-for-profit organization pending 501(c)(3) status.

Supporting SOS Children's Villages - Florida

The Australian Festival is proud to support SOS Children's Villages - Florida with part proceeds from each ticket sold being donated to SOS.

SOS Children's Villages - Florida provides a home, family and support services to abused, abandoned or severely neglected foster children who have no imminent plan for adoption or reunification with their birth families. Many have never before experienced a stable family life, the opportunity to put down roots, or a place that they can call home.

SOS is located on an eight acre cul-de-sac in Coconut Creek and borders Broward and Palm Beach counties. Our Village features 11 single-family homes, a community center, counseling center and an administration building. Help for the children is always right next door or right down the street.

<http://www.sosflorida.com>