



Stuart Ayres

Minister for Trade, Tourism and Major Events
Minister for Sport

Andrew Gee MP

Member for Orange

MEDIA RELEASE

Monday, 14 September 2015

PARKES ALL SHOOK UP FOR ELVIS FESTIVAL LAUNCH

Central NSW is set to rock for the return of the Parkes Elvis Festival, with the NSW Government kicking off its blue suede shoes by committing funding for the event for the next three years.

Minister for Trade, Tourism and Major Events Stuart Ayres announced the funding today at the 2016 Parkes Elvis Festival Program launch at Hotel Gracelands in Parkes.

“Beginning as a small gathering of fans of The King in 1993, the Festival has grown to become one of the world’s largest Elvis Presley tribute events and earlier this year, was officially endorsed by Elvis Presley Enterprises, Inc.,” Mr Ayres said.

“This is one of the most popular and unique events to regional NSW with this year’s Parkes Elvis Festival attracting more than 11,000 overnight visitors who contributed over \$8.6 million to the local visitor economy.

“The NSW Government has committed funding to the Parkes Elvis Festival for three years from 2016-2018, through our tourism and major events agency, Destination NSW. This investment will support the continued growth and promotion of this important regional event.”

Member for Orange Andrew Gee said the Parkes Elvis Festival is an event that people can’t help falling in love with.

“The music, costumes and entertainment combined with country hospitality ensures this is one of the most fun events you’ll ever go to,” Mr Gee said.

“This festival is a testament to the community spirit of Parkes and I invite everyone to visit in January and join in the celebrations.”

The Parkes Elvis Festival will be held from Wednesday, 6 January to Sunday, 10 January 2016.

For more information visit www.visitnsw.com/events/parkes-elvis-festival