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SYDNEY SET FOR 'AWESOME AUGUST' **Bumper month of major events in store for visitors**

Sydney is the place to be this August when it will host more than eight major events including The Bledisloe Cup, Supercars Super Sprint, an inaugural American football match - the Sydney College Football Cup, the opening of Disney's Aladdin and Dame Julie Andrew's directed My Fair Lady, which will commence an exclusive Sydney season.

NSW Minister for Trade, Tourism and Major Events and Minister for Sport Stuart Ayres said, "Sydney continues to set the benchmark as Australia's major events capital, securing some of the world's most prestigious events, in fact over half of the major events during the month will take place during a packed 8-day period from August 20.

"The Bledisloe Cup and the College Football Sydney Cup alone are anticipated to attract more than 30,000 domestic and international visitors to Sydney – an influx which is estimated to inject more than \$17 million in visitor expenditure into the local economy."

Destination NSW Chief Executive Officer Sandra Chipchase said that major sporting events, musicals and exhibitions continue to attract visitors to our State where they can enjoy a range of other great experiences Sydney and NSW has to offer.

"There's no better place to take a break than in Sydney, and with a packed calendar of events in August to suit any taste, it really is a great time to stay and play. In addition to these spectacular events, we also have world class hotels, dining, shopping, and a range of breathtaking natural attractions in and around the city and across the state for visitors to explore." said Ms. Chipchase.

From fashion to sport, entertainment and more, the calendar of major Sydney events in August has something for every visitor.

FOR THE SPORTS ENTHUSIASTS

- **AUGUST 20TH**: The ultimate trans-Tasman rivalry returns to ANZ Stadium when the Qantas Wallabies face the All Blacks in the World Cup Final rematch for the first rugby union match of the 2016 [Bledisloe Cup](#) series
- **AUGUST 26TH – 28TH**: Just six days later the Supercars take to the track at Sydney Motorsport Park for the annual [Super Sprint](#) where Nick Percat, James Courtney and Jamie Whincup will battle it out for top honours
- **AUGUST 27TH**: Rounding out a packed 8-day program of major sporting events in Sydney is the inaugural [College Football Sydney Cup](#). From 12pm, The University of California, Berkeley Golden Bears will play the University of Hawaii Rainbow Warriors in the opening round of the 2016 National Collegiate Athletic Association (NCAA) Division One College Football Championships. A not-to-be-missed, once in a lifetime experience for football fans to get a glimpse of these high-calibre teams as they battle for competition points on home turf.

FOR ENTERTAINMENT LOVERS

- **AUGUST 11TH:** Musical theatre enthusiasts are in for a treat with the highly-coveted Australian premiere of Disney's [Aladdin](#) opening at the Capitol Theatre. Based on the Academy Award®-winning animated film, Aladdin is a musical that sweeps audiences into an exotic world full of adventure, comedy and romance, featuring songs including A Whole New World
- **AUGUST 28TH:** A legend of the stage, Dame Julie Andrews will give fans the opportunity to get up-close and personal when she joins her daughter, Emma Walton Hamilton, for a very special '[In Conversation](#)' event. The audience will have a chance to engage with both Julie Andrews and Emma Walton Hamilton in an informal setting, as they discuss Julie's work as one of the world's most loved performers, and their work together as critically acclaimed best-selling authors and television creators and producers.
- **AUGUST 30TH:** Following her In Conversation event, Julie Andrews will present the world premiere of her directed adaptation of [My Fair Lady](#), exclusively held in Sydney. The 60th Anniversary production of Lerner and Loewe's masterpiece recreates the original 1956 Broadway show. The Production will enjoy a two-month run at the Sydney Opera House.

FOR THE FASHION SET

- **CLOSING AUGUST 28TH:** One of Sydney's most stylish exhibitions, [Isabella Blow: A Fashionable Life](#) will come to a close on August 28. The exhibition features the private collection of fashion visionary and magazine editor, the late Isabella Blow, including looks from Alexander McQueen, Hussein Chalayan, Julien Macdonald and more. A Fashionable Life provides a glimpse into a fashion provocateur with more than 45 of Isabella's bold outfits, hats, shoes and jewellery created by more than 20 of the world's top fashion designers on display along with images from key fashion photographers
- **ALL THROUGH AUGUST:** Visitors to Sydney have more time to explore [Collette Dinnigan: Unlaced](#) at The Powerhouse Museum with the successful exhibition extended until Sunday, January 29. Collette Dinnigan: Unlaced displays Collette's mastery up close on more than 100 garments, and reveals Dinnigan's inspiration for her delicately embellished couture.

For more information on where to stay and what to do in Sydney, including all major events taking place, where to purchase tickets and travel packaging information, visit www.sydney.com

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