



Daryl Maguire MP

Member for Wagga Wagga

PRESS RELEASE

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GEARS AND BEERS TO BENEFIT FROM NSW GOVERNMENT FUNDING

Member for Wagga Wagga, Daryl Maguire MP today announced that Gears and Beers will benefit from NSW Government funding under the 2018 Flagship Event Fund, aimed at attracting more visitors to experience regional NSW.

Mr Maguire said the Fund, managed by the State's tourism and major events agency, Destination NSW, provides grants to support marketing activities that drive overnight visitation.

"They have enjoyed four successful festivals and I am delighted that Gears and Beers will receive funding under the 2018 Flagship Event Fund."

"The event allows the whole community to get involved in the cycle challenge or at the finish line where entrants and spectators can enjoy a locally crafted beverages and food with live entertainment."

"We look forward to welcoming many more visitors to Wagga as a result of this exciting event, helping to further position our region as a must-see destination in NSW."

Mr Phillip McIntosh (Chairperson) of The Gears and Beers organising Committee expressed gratitude for the funding, Mr McIntosh said the funding will be a huge boost to the Festival.

"It will assist in marketing the event to visitors from outside the region. We want to encourage visitors to come to Wagga, experience the festival and all that Wagga has to offer." Said Mr McIntosh.

Minister for Tourism and Major Events Adam Marshall said Gears and Beers was one of 35 events and festivals across regional NSW that will receive grants through the 2018 Flagship Event Fund.

"The 2018 Flagship Event Program features events that reflect the unique character, culture and attributes of their local community," Mr Marshall said.

"We know that support for events helps to promote our State's fantastic destinations while putting more heads on beds, diners in our restaurants and shoppers in our boutiques. I look forward to welcoming more visitors to our regions next year for this fantastic event program."

The Flagship Event Fund offers annual grants of \$20,000 or a triennial grant of \$27,500 each year for three years and is part of the expanded Regional Flagship Events Program.

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