

# Media Release

**The Hon Martin Pakula MP**

Minister for Industry Support and Recovery

Minister for Trade

Minister for Business Precincts

Minister for Tourism, Sport and Major Events

Minister for Racing



Monday, 9 May 2022

## **SHEPPARTON TO SHINE BRIGHT FOR WHITE NIGHT IN JUNE**

Shepparton will light up on Saturday, 25 June, for the city's inaugural White Night, attracting thousands of locals and visitors to the city and supporting local tourism and hospitality businesses.

The program will feature the best of the best from previous regional White Night events alongside new elements that showcase the region's landscape, culture, and history.

Local tourism, hospitality, accommodation, and retail businesses are set to benefit from an influx of visitors with a crowd of up to 30,000 expected to attend White Night Shepparton.

White Night will transform Shepparton through illuminations, projections, music and interactive works from talented local and national artists.

Visitors to the event can also explore the new Shepparton Arts Museum, which opened its doors in November 2021, after a major redevelopment, backed by a \$12.5 million investment from the Andrews Labor Government.

The Shepparton event will be the first White Night celebration for the year with White Night Bendigo taking place on 3 September and White Night Geelong on 8 October.

Since the first White Night in Melbourne in 2013, the event has built a strong reputation as a vibrant and inclusive celebration of immersive art and community participation.

White Night has attracted large crowds to regional events in Ballarat, Bendigo and Geelong in previous years, acting as tourism driver a source of civic pride for its host cities.

The Labor Government is committed to supporting activities that strengthen the state's reputation as Australia's home of events.

### **Quotes attributable to Minister for Tourism, Sport and Major Events Martin Pakula**

*"White Night Shepparton will attract thousands of visitors to Shepparton for the event and provide a boost to the region's tourism, hospitality and retail businesses."*

*"We back big events in regional Victoria because we know they boost local economies and support jobs."*

### **Quote attributable to Member for Northern Victoria Mark Gepp**

*"We're backing White Night in Shepparton because it will deliver major benefits to local businesses and support jobs."*

### **Quote attributable to White Night Shepparton Artistic Director Andrew Walsh AM**

*"White Night Shepparton will be surprising, delightful and exciting. On a cold night in June, rug up and venture into a world of the unexpected."*