

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



Thursday, 26 May 2022

SEE THE NORTHERN LIGHTS IN DAYLESFORD THIS WINTER

Daylesford's night sky will light up in colour at a new event this winter, *Borealis on the Lake*, thanks to support from the Andrews Labor Government.

The immersive outdoor art installation will beam lasers over Daylesford Lake to recreate the natural phenomenon of the northern lights. It will entice locals and visitors to the region every Thursday to Sunday from 15 July – 4 September 2022.

Created by internationally renowned Swiss artist Dan Archer, the captivating display is set to transport Victorians to the Arctic Circle in an experience that will be unique to Daylesford.

Borealis on the Lake is expected to attract tens of thousands of visitors to the Daylesford and Macedon Ranges region, boosting the economy through accommodation, hotel, and restaurant bookings.

Visitors to *Borealis on the Lake* will have the chance to experience all that the region has to offer including local food and wine, natural springs and day spas, art galleries and shopping experiences.

The Labor Government is backing a packed calendar of regional and rural areas in 2022 through the \$20 million Regional Events Fund.

Since 2016, the Government's Regional Events Fund has helped deliver more than 280 events across the state.

For more information and tickets visit www.borealisau.com.

Quote attributable to Minister for Tourism, Sport and Major Events Martin Pakula

"We proudly back events like Borealis on the Lake because they encourage people to visit regional Victoria, which supports local business and creates jobs."

Quote attributable to Member for Macedon Mary-Anne Thomas

"Borealis on the Lake will be a unique and captivating event that is sure to attract visitors from far and wide, which is great news for local businesses."

Quote attributable to Daylesford and Macedon Ranges Tourism CEO Steve Wroe

"We are looking forward to welcoming visitors to Daylesford for Borealis on the Lake this winter. It's great to see the Victorian Government supporting our regional events calendar."