

# Media Release

**Steve Dimopoulos MP**  
Minister for Environment  
Minister for Tourism, Sport and Major Events  
Minister for Outdoor Recreation



Friday, 5 April 2024

## A FEAST FOR THE SENSES IN EAST GIPPSLAND THIS WINTER

A jam-packed program of events celebrating East Gippsland's creative talents, local produce, culture, and natural environment is returning to the region this year, with the East Gippsland Winter Festival keeping locals and visitors warm this winter – thanks to support from the Allan Labor Government.

Minister for Tourism, Sport and Major Events Steve Dimopoulos today announced the much-loved festival will return for its fourth year and will run from Friday, 21 June to Saturday, 21 July, backed by the Labor Government's *Regional Events Fund*.

This vibrant festival is a highlight on Victoria's stellar calendar of regional events and attracts thousands of visitors from across Victoria and interstate to the region.

With more than 100 events on offer, there's something for everyone with art installations, lantern parades, roving performers, wellness experiences, live music and regional dining experiences in unique locations across the region.

This year's program features the festival opening party in Lakes Entrance, an epic Winter Solstice Swim by Gippsland Jersey's alongside a magical Bruthen Medieval Winter Fire Festival and a lunch hosted by much-loved chefs Guy Grossi and Nick Mahlook at Sodafish.

With local businesses, artists, community groups and tourism organisations coming together to showcase the best of this vibrant and diverse region, the festival will see East Gippsland's award-winning produce, cultural heritage, and stunning natural environment take centre stage.

The feature-packed program will kick off on the Winter Solstice and run throughout the Victorian school holidays, making it the ideal family getaway this winter.

### **Quote attributable to Minister for Tourism, Sport and Major Events Steve Dimopoulos**

*"This festival is a fantastic celebration of light, food, music, art and culture that is set to delight visitors from far and wide over several weeks of programming right across the region."*

### **Quote attributable to Member for Eastern Victoria Harriet Shing**

*"When our local businesses, artists and community come together – we know something magical is created, and that's what this festival is all about – shining a light on our local talent and showcasing them to visitors from near and far."*

### **Quote attributable to Member for Eastern Victoria Tom McIntosh**

*"Adam and the team have done an incredible job developing this home grown festival that the community and visitors both love being a part of, and which also supports businesses and local jobs."*

### **Quotes attributable to East Gippsland Winter Festival Founder and Director Adam Bloem**

*"The East Gippsland Winter Festival was originally developed as a response to the devastating 2019/20 Black Summer bushfires, to try and attract visitors back to the region in the traditionally quiet off-peak period."*

*"Now in its fourth year, the festival has grown into a highlight event for the region. We are excited to expand the event offerings further this year and attract even more visitors to experience the magic of winter in East Gippsland."*

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