

Media Release

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



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SWAN HILL SET TO SPARKLE FOR RIVER LIGHTS 2024

Swan Hill will welcome visitors from near and far when the immersive sound and light show, River Lights, returns in June, thanks to support from the Allan Labor Government.

Minister for Tourism, Sport and Major Events Steve Dimopoulos today announced the return of the popular event to Swan Hill, which is set to attract thousands of attendees, boost business, and showcase Swan Hill and the Murray region as a visitor destination for people across Victoria and interstate to enjoy.

This year, River Lights will take place at one of Swan Hill's most treasured tourism attractions Pioneer Settlement, with the program featuring light sculptures, laser effects, interactive projections and holograms in a showcase of history, art, community icons and First Nations culture.

River Lights will illuminate the sky over ten nights from Friday 28 June to Sunday 7 July and offer a range of session times so families with young children can attend early in the evening.

Support from the Labor Government's Regional Events Fund through Visit Victoria will help deliver new elements for River Lights 2024 and attract more visitors to the Swan Hill and the region over the school holidays.

The Government's support for regional events across the state is a key pillar of Victoria's \$37.8 billion visitor economy – creating thousands of local jobs and boosting businesses.

Quotes attributable to Minister for Tourism, Sport and Major Events Steve Dimopoulos

"We are proud to support events like River Lights because they encourage people to visit regional destinations to enjoy the wide range of experiences on offer, which supports local businesses and jobs."

Quote attributable to Member for Northern Victoria Jaclyn Symes

"Fabulous to have River Lights returning to Swan Hill, it brings visitors over ten magical nights for immersive illuminations at the Pioneer Settlement."

Quotes attributable to Swan Hill Rural City Council Mayor Cr Stuart King

"Council is excited to be welcoming back the spectacular River Lights event, this time set against the historical landscape of Pioneer Settlement. The event not only showcases the beauty of our town but also celebrates our rich heritage and community spirit."

"Providing an immersive experience showcasing our rich local history the spectacular event will light the Little Murray River and dance through the Pioneer Settlement site, transporting attendees through time, mesmerizing them with the stories of our past."