

# Media Release

**The Hon John Eren MP**

Minister for Tourism and Major Events

Minister for Sport

Minister for Veterans



**DELIVERING  
FOR ALL VICTORIANS**

Monday, 10 September, 2018

## WHITE NIGHT PROGRAM TO LIGHT UP GEELONG

The Andrews Labor Government has launched the program for Geelong's first ever White Night which will be held next month.

Minister for Tourism and Major Events John Eren launched the White Night Geelong program today as Victoria's second largest city prepares to come alive and conclude this year's regional White Night trifecta.

With David Atkins at the helm as Artistic Director, White Night Geelong will bring the city's streetscape and rich history to life with the program playing tribute to the region's maritime and indigenous heritage.

Among many new installations, the night will also include some important crowd favourites including *The Armistice – Victoria Remembers*, a projection that pays tribute to the fallen service men and women of World War I and builds on the year of the Centenary Celebration of the Armistice.

Sleep Keepers will also feature, as eventgoers are encouraged to close their eyes and drift away on a roving, lit-up bed, while local artists Jasmine Grace and Anne Wilson will be recognised via their works *Horizons*, a light-art installation and *Groundplane Opera*, a live performance piece that delves into the cross-cultural trends of Geelong.

Geelong will be the third and final regional centre to host White Night this year, following Bendigo earlier this month and Ballarat in March.

Over 60,000 people flocked to both the Ballarat and Bendigo events this year with the Ballarat event generating more than \$5 million for the local economy – similar results are expected for Geelong.

White Night Geelong will take place on Saturday 13 October from 7:00pm and run until 2:00am. For more information on the program and to start planning your night visit [whitenight.com.au/geelong](http://whitenight.com.au/geelong).

### Quotes attributable to Minister for Tourism and Major Events John Eren

*"White Night provides enormous benefits and we want all of Victoria to reap the rewards."*

*"Geelong is known as a cultural and creative hub in Victoria and White Night will allow our local artists to show their stuff on a national stage."*

*"Victoria is the major events capital of Australia – we want to make sure more Victorians benefit from these events and White Night gives our regional centres a huge boost."*

### Quotes attributable to Member for Geelong Christine Couzens

*"I'm delighted to see White Night come to Geelong – it will provide jobs for locals, boost our businesses and remind visitors of just how much Geelong has to offer."*

*"This event will be a wonderful opportunity for Geelong to show off everything that makes it a great regional city."*

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