

Media Release

The Hon Martin Pakula MP

Minister for Jobs, Innovation and Trade
Minister for Tourism, Sport and Major Events
Minister for Racing



**DELIVERING
FOR ALL VICTORIANS**

Friday, 17 May 2019

YARRA VALLEY SAYS CIAO TO THE ITALIAN FESTIVAL

The Ciao Yarra Valley Ciao festival is returning to the Yarra Valley to celebrate the region's rich Italian heritage, thanks to support from the Andrews Labor Government.

The festival will showcase the best Italian food, wine, entertainment and cars in themed events across the Yarra Valley region over two weeks in November, backed by the Labor Government's \$20 million *Regional Events Fund*.

Incorporating this year's theme of Eat, Drink, Move, the festival will kick off in Healesville with the Festa di via Verde (Green Street Festival), coinciding with the iconic Targa Florio Australian Tribute motor car race.

The Festa di via Verde program will include music, dance, children's activities, classic car displays and alfresco dining beneath the trees of Healesville's main street.

The following weekend, Warburton will host the two-day Italian cycling race, the Giro della Donna, which will also incorporate a round of the National Road Series.

Festival-goers will enjoy a family bike ride event hosted on the Lilydale-Warburton Trail, and have the opportunity to sample the best of Yarra Valley food and wine through dinners and tastings hosted by local wineries, farms and artisanal producers.

Tourism is a vital industry for the Yarra Valley and Dandenong Ranges, the region welcoming 5.5 million international and domestic visitors in the year ending September 2018.

These impressive figures come off the back of the Labor Government's investment in tourism which have helped deliver more than 180 events across regional Victoria, attracting visitors and boosting local jobs.

The Ciao Yarra Valley Ciao festival will be held from 15 November-1 December 2019. For more information and to book tickets visit visityarravalley.com.au/ciao-yarra-valley-ciao.

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

"It's exciting to see the Ciao Yarra Valley Ciao festival return to regional Victoria, boosting the local economy and giving visitors yet another reason to visit the iconic Yarra Valley."

Quote attributable to Member for Northern Victoria Jaclyn Symes

"We're proud to support major events like the Ciao Yarra Valley Ciao Italian festival, attractions which capitalise on the tourism strengths of the local region and deliver significant benefits to their communities and local businesses."