

# Media Release

## Sydney Chamber of Commerce



Thursday, 19 March 2009

### **Business to benefit from Vivid Sydney festival**

Sydney Chamber of Commerce has welcomed the launch of Sydney's newest public festival, Vivid Sydney, which is estimated to generate \$10 million in economic activity for the state.

"We're optimistic the crowds generated by Vivid Sydney will have a positive flow-on for the retail and hospitality sectors," said Patricia Forsythe, Executive Director of the Sydney Chamber of Commerce.

"Vivid Sydney puts the spotlight on creative industries such as advertising, film, music and performing arts.

"It sends the message that Sydney is proactive in supporting growth industries in the creative economy at this critical time.

Mrs Forsythe said that economic doldrums were no reason to hold back on an ambitious agenda of major events and public spectacles which will deliver economic and community benefits to the state.

"Despite the economic downturn, from a cultural and creative perspective there is much to celebrate in Sydney.

Vivid Sydney is a major new event for NSW and a unique international festival of music, light and ideas running from the 26 May to 14 June.

"Vivid Sydney brings together key cultural and artistic events under the one banner to celebrate the beauty and diversity of Sydney.

"Vivid Sydney is one of the new features of the NSW Master Events Calendar which is putting Sydney and NSW back on the map and helping to kickstart the economy.

"As a city it's important that we send the message that we're committed to cultural events and the creative industries which support them," Mrs Forsythe concluded.

ENDS.

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