



# MEDIA RELEASE

## IT'S TIME TO RELAX THIS WA DAY

### **CELEBRATE WA ANNOUNCES 2015 WA DAY PROGRAM (29 May – 1 June 2015)**

Celebrate WA is encouraging everyone in Western Australia to take a load off their minds and simply 'relax' this coming WA Day Long Weekend.

This year's WA Day campaign aims to motivate people to make and share a personal Pledge to do something quintessentially West Australian on WA Day. Pledges can be shared on social media using #waday or via the Celebrate WA Facebook page. Great prizes are on offer including a trip for two to London flying Etihad Airways, hotel accommodation, shopping vouchers and entertainment prizes for the best pledges across the weekend.

Celebrate WA chief executive Patria Jafferries said WA Day is a day for all Western Australians to celebrate everything great about our State; reflect on the past and look to the future, and take time out to relax with family and friends.

"Each year Celebrate WA showcases Western Australia with a calendar of events to suit our diverse population. Be it cultural, musical, recognising our great achievers or providing fun for the whole family.

"We want everyone to take the opportunity to relax and enjoy our unique public holiday in their own special way and to appreciate all the great things Western Australia has to offer.

"People can relax by taking a stroll outdoors, attending an organised WA Day event, enjoying time with the family or having a barbeque with friends. Western Australia is a special place with an enviable lifestyle, so this weekend we want people to embrace what makes us unique and to relax," said Ms Jafferries.

In launching this year's festivities Celebrate WA has put together an amazing calendar of events including the 42<sup>nd</sup> annual Western Australian of the Year Awards, the State of the Art music festival headlined by Birds of Tokyo and You Am I, the incorporation of the Perth International Jazz Festival as well as building on the highly-successful Come Out and Play family event.

New additions to the program in 2015 include the expansion of Come Out and Play into regional areas – Albany, Kalgoorlie, Geraldton and Port Hedland, and Long Lunches to celebrate West Australian produce. In Perth, a beach bar including beach sand, fish and chips and Matso's beer and cider beckons; along with a silent disco, paper plane throwing competition as well as a suitcase market for fans of eclectic and home-made treasures. The changing face of WA Street Food will also make its debut.

## AN OVERVIEW OF WA DAY 2015

**On Friday night** the WA Day Long Weekend will be officially launched with the 42<sup>nd</sup> annual Western Australian of the Year Awards being held at the Perth Convention and Exhibition Centre. A total of 26 finalists have been chosen to reflect seven categories, including arts and culture, business and the community.

Additionally, the Perth International Jazz Festival will be held across the weekend (29 – 31 May) with 52 incredible jazz performances, from local and international acts, across 19 exceptional venues in the heart of the city. You can catch some of the live performances for FREE from 5pm on Friday.

**On Saturday** the State of the Art music festival, presented by Celebrate WA in association with WAM, takes centre stage in the Perth Cultural Centre with three ticketed stages along with plenty of free entertainment aimed at celebrating home grown music. The line-up offers something for everyone headlined by Birds of Tokyo and local favourites You Am I, as well as over 60 other local favourites.

Plus if you purchase a ticket before the event, you have the chance to go into the draw to win a trip to see Western Australian bands Tame Impala and Pond performing at Bestival on the Isle of Wight.

A new addition to the 2015 program, the Long Lunch will feature over the weekend. Five events will be held in Perth on Saturday and one regional lunch will take place in Port Hedland on Sunday. Food and wine lovers will be able to experience local food culture, prepared by top chefs using Western Australian produce.

On Sunday, Jazz returns to the Perth Cultural Centre showcasing celebrated local, national and international jazz artists, including world renowned jazz bassist Richard Bona from New York City.

**On Monday** the Come Out & Play event (now in its fourth year) will deliver a range of family friendly and FREE activities including face painting, puppet making, live entertainment, tours and community artworks, all focused on celebrating the iconic culture enjoyed by West Australians.

Community art projects across the weekend will include an 'ArtCrawl' which will guide art aficionados through some of Perth's premier art galleries; a special screening of Australian film *Paper Planes* at 2pm; a world premiere screening of a documentary exploring the Aboriginal six seasons *Walking Together – Belonging to Country*; and the popular community canvas returns to unite people in the creation of a traditional Indigenous Australian dot painting to be displayed.

PICA Perth will host a number of installations, including the HATCHED Graduate Showcase and the Spark Lab Education Studio, which will include a constantly growing art piece that people can add to throughout the weekend.

Close by, the Western Australian Museum will invite families to take part in an ephemeral art activity and to create their own Australian bush story. Free walking tours will also be on offer thanks to Heritage Perth, starting at the Old Court House in Stirling Gardens and ending at the Town Hall. Tours commence at 12pm and 2pm and booking is essential. And if you're missing the beach this winter, then you must head on down to Matso's Life's a Beach beach bar behind the WA Museum. You'll want to chuck off your thongs, enjoy a beer and some fish and chips and check out the first ever Matso's Open Mike Beach Battle. How West Aussie is that! Best of all, for the first time ever, people will be encouraged to 'Come Out & Play' regionally, with the event travelling to Albany, Kalgoorlie and Geraldton in collaboration with the WA Museum, and also to Port Hedland thanks to BHP Billiton, bringing cultural activities and entertainment to the centre.

For details on how to make a pledge, to buy tickets to SOTA or the Long Lunch, or full details on all the activities visit [www.celebratewa.com.au](http://www.celebratewa.com.au).

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*Photo/interview opportunities available on request.*

**About Celebrate WA**

Celebrate WA is a not-for-profit organisation responsible for promoting and organising the annual WA Day celebrations; promoting excellence and achievement by Western Australians in all fields of endeavour; and encouraging pride in all things Western Australian.

Celebrate WA's Major Supporters include BHP Billiton, the State Government, and Lotterywest. A range of Corporate Partners including Gerard Daniels, Herbert Smith Freehills, Metropolitan Redevelopment Authority and WA Super also provide invaluable support, along with Media Partners Channel 7, The West Australian and Austereo.