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MEDIA RELEASE

JUST PARADING AROUND

It's time to dust off the tools and start planning your Vintage Festival float for the much-loved Barossa Vintage Festival Parade on Saturday 27 April 2019.

Registrations are now open (as at 14 November) for the 2019 Parade and organisers are urging community groups, schools, businesses and organisations to support this event by simply getting involved and registering a float.

With the theme of 'Telling My Barossa Story', there's no limit to the creativity when it comes to creating the ultimate Festival float.

According to Barossa Vintage Festival Director, Jenny O'Brien the theme for the parade is an opportunity for the community to embrace and celebrate their history and show of their creative flair.

"We're hoping to see floats that really make a statement; that entertain and excite the crowds of thousands who will line the route," said Jenny.

"The Parade is one of our hallmark Vintage Festival events; it's been a treasured tradition since 1948 and one that is loved by the community and tourists alike.

"We love the sense of community and healthy competition this event brings to the Festival, but even more so we love the stories and memories this event generates.

"For many, the Vintage Festival Parade is a family tradition, where generation after generation line the same stretch of road every two years with their picnic blankets, chairs and eskies and celebrate the foundation on which the Barossa is built; community.

"It's a chance for everyone to have a bit of fun and put on a show.

"We are encouraging everyone to make a full day of the parade celebrations starting early in Nuriootpa with breakfast, buskers and entertainment along the main street, and ending at Chateau Tanunda with all the floats and fanfare at the Parade Carnival."

In 2019, the Parade will start at Nuriootpa and finish in Tanunda.

So, are you ready to vie for the coveted perpetual trophies including Best Constructed Float, Best Costume Display, Best Wine Industry Float, Best Barossa Food Float, Best Floral Float, Best Musical Float, Best Vintage Vehicle, Best Community Float (Schools, towns, volunteer groups, civic bodies, etc.) People's Choice Award; and the bragging rights that come with it?

Register your float in the Vintage Festival Parade via www.barossavintagefestival.com.au. Early bird parade registrations close 8 February (\$50). Parade registrations close 8 March (\$75)

For more information contact bvfparade@gmail.com

The Vintage Festival Parade is proudly presented by The Co-op.

#BVF2019 #mybarossa #barossa

www.barossavintagefestival.com.au