

## Jodi McKay

Minister for Commerce  
Minister for Tourism  
Minister for the Hunter  
Minister for Science and Medical Research



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### Dazzling summer Vivacity deals

Sydney residents and visitors will have the opportunity to experience Sydney at its very best this summer with the new 'Viva Sydney Card' promotion offering two-for-one deals at more than 70 venues and events across the city.

Minister for Tourism Jodi McKay said the 'Viva Sydney Card' is just the ticket for families and friends looking to stretch their dollar further this summer.

"The Viva Sydney Card is just one of a number of initiatives being introduced to support this summer's *Vivacity – When wonderful Sydney comes out to play* campaign," Ms McKay said.

"It offers a great opportunity to reconnect with friends and family this summer and to treat them to lunch or a night at the theatre, or surprise them with a free pass to a day spa or a harbour cruise."

Ms McKay said the *Vivacity* campaign will run nationwide, from November 2009 to January 2010, featuring television, print, digital and outdoor advertising.

"Visitors to Sydney in summer will have plenty of reasons to celebrate the unique energy and excitement of Australia's global city with some fabulous events, including Sydney New Year's Eve and the Sydney Festival," Ms McKay said.

"The card offers 'two for one' deals for cardholders to take a guest for free to more than 70 participating restaurants, hotels, attractions, events and spas from 14 November to 31 March 2010."

Ms McKay said the *Vivacity* campaign follows the success of October's *Crave Sydney*, which saw Sydney enjoy a month of food, fun and outdoor living events including the Sydney International Food Festival, and the globally showcased 'Breakfast on the Bridge' event.

The centrepiece of *Vivacity*, Sydney Festival First Night on 9 January 2010 is expected to build on the success of the 2009 Festival where more than 240,000 people turned out for the first night celebrations alone.

Sydney received more than 25.4 million domestic and international visitors in the year ending June 2009 spending more than 71.2 million nights and injecting \$11.2 billion into the economy.

Residents and visitors to Sydney this summer will be able to download their Viva Sydney Cards free of charge at [www.sydney.com/viva](http://www.sydney.com/viva).