



Media Release



“Awaken the Spirit” 2009 Sydney New Year’s Eve

Australian first microchip fireworks and thousands of visitors, tourists and Sydneysiders wearing a touch of blue, will help **Awaken the Spirit** this 2009 Sydney New Year’s Eve.

“Sydney is the New Year’s Eve capital of the world, a fantastic free celebration which unites more than 1.5 million friends and families from Sydney and all over the world,” Lord Mayor Clover Moore MP said.

“This year through our theme we will recognise our stunning city, and with the help of our charity partner, the Australian Conservation Foundation, think about how we can protect it for future generations.”

Sydney New Year’s Eve Creative Director Rhoda Roberts says this year’s theme is about unity, bringing everyone together on one magical night to celebrate and **Awaken the Spirit** for the year ahead.

“To me, Sydney’s spirit is reflected by the colour blue: It’s soulful, sexy, sophisticated and matches our stunning blue harbour and blue summer sky. We want everyone to wear their own touch of blue this year to gather and celebrate Sydney’s great spirit of life!” said Rhoda.

“My Aboriginal ancestors believe we need to **Awaken the Spirit** each year, to stir up that spirit within our land, water, sky and of course people. New Year’s Eve is much the same, it’s a time of excitement and new beginnings.”

Rhoda has spent the last 15 months developing 2009 Sydney New Year’s Eve theme with her Creative team. Together they’ve planned another spectacular fireworks show, with new pyrotechnic events never seen before in Australia.

For the first time, microchip fireworks will be used to ignite Sydney’s spirit, enabling new pyrotechnic effects which last longer in the sky. Sydney New Year’s Eve is the largest and most technologically advanced fireworks display in the world, attracting bigger crowds than London, New York, Paris or Berlin.

“One of the tricks we’ll be using this year is microchip technology which allows us to create large patterns and shapes with precision and definition,” said Fireworks Director Fortunato Foti.

“Traditional fireworks create random shapes, whereas microchip technology allows us to create spectacular designs with much more control.”

city of villages



Media Release



More than 6,000 hours of design and preparation go into the Sydney New Year's Eve fireworks display which uses more than 4,500 kilograms of explosive devices, including approximately 11,000 shells, 25,000 shooting comets and 100,000 individual pyrotechnic effects fired from barges in the harbour, buildings in the CBD and the Sydney Harbour Bridge. The event also features the majestic Harbour of Light Parade, two fireworks shows and the most complicated Bridge Effect ever attempted in 2009.

For a safe and enjoyable 2009 Sydney New Year's Eve:

- Pick a vantage point and be aware that popular areas fill up quickly
- Plan ahead if you're heading to the Harbour foreshore and take public transport
- Remember not to take glass to the event and place rubbish into bins provided
- To get the full multimedia Sydney New Year's Eve experience, tune your radio to 104.1 – 2Day FM to hear the synchronised fireworks soundtracks
- People at home won't miss out with Channel 9 broadcasting the fireworks spectacular live from 8.30pm and again at 11.30pm.

For more information or images of Sydney New Year's Eve celebrations, visit the website www.sydneynewyourseve.com.

The official charity for 2009 Sydney New Year's Eve is the Australian Conservation Foundation. For more information and inspiration, and to make your Green Leaf commitment visit www.newgreenleaf.com.

The event is powered by Green Power.

Sydney New Year's Eve 2009 is proudly sponsored by 2DayFM, The Sydney Morning Herald, Sydney Harbour Foreshore Authority, DonateLife™, Bytecraft Entertainment, Roads & Traffic Authority, Royal Australian Navy, NSW Maritime, Sydney Opera House Trust, Royal Botanic Gardens and Domain Trust, Galliano, Coca-Cola Amatil [Aust] Pty Ltd, Carlton & United Breweries, Philip Shaw Wines, Sydney Ports Corporation and Department of Environment, Climate Change and Water.

2009 Sydney New Year's Eve is part of Vivacity.

Kicking off with the spectacular 2009 Sydney New Year's Eve fireworks, the celebrations continue with Sydney Festival, including Festival First Night and the not to be missed AR Rahman concert at Parramatta Park, the Eliasson exhibition at the Museum of Contemporary Art, the prestigious Medibank International Sydney tennis and Australia Day. To make the most of your New Year in Sydney visit www.vivacitysydney.com.

Media Contact: Leanne Lincoln 9265 9910 /0434 320 768 or lilcoln@cityofsydney.nsw.gov.au

city of villages