



## **SYDNEY SET TO PARTY WITH A MONTH OF 'VIVACITY' CELEBRATIONS**

Sunday 3 January 2010

Sydney goes on show in January with "Vivacity": a fantastic series of concerts, events and outdoor activities that will pump around \$50 million into the NSW economy.

Premier Kristina Keneally said Vivacity will showcase the best of summer in Sydney, building on the city's amazing New Year's Eve fireworks.

"Now in its second year, Vivacity includes the Sydney Festival, free outdoor concerts and the Australia Day celebrations," Ms Keneally said.

"This year's Vivacity Festival has something for everyone - including music, sport, theatre, and art.

"As well as adding to the excitement and energy of Sydney, Events NSW estimates Vivacity is worth around \$50 million for the NSW economy.

"Thousands of Queenslanders and Victorians have already contacted NSW businesses as a direct result of their participation in Vivacity."

Headline Vivacity events this month include:

- Sydney Festival First Night on Saturday 9 January, headlined by soul legend Al Green, which is expected to attract more than 250,000 people.
- A spectacular free outdoor concert in Parramatta Park on Saturday 16 January from the Oscar-winning Slumdog Millionaire composer, A.R Rahman.
- Some of the world's best tennis stars in the Medibank Sydney International tournament at Homebush, which starts on Sunday 10 January.

"Celebrate your city by attending Vivacity - be it a night at the theatre, a free pass to a day spa, a harbour cruise or a seat at the tennis," said Minister for Tourism, Jodi McKay.

"The NSW Government is offering a free Viva Sydney card with two for one deals, valid through to the end of March.

"The Viva Sydney Card makes it more affordable for everyone to enjoy Vivacity at 80 Sydney events, attractions and hotels.

"Vivacity and the Viva Sydney Card will help make this a sensational summer in Sydney."

You can download your free Viva Sydney Card at [www.sydney.com/viva](http://www.sydney.com/viva).