

MEDIA RELEASE

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Attention: News Editor

Bloom interest

A celebration of the Great Southern's magnificent flora is taking shape for the 2018 Bloom Festival program and the organisers are open to new ideas.

Hidden Treasures of the Great Southern's annual Bloom Festival opens on Saturday 22 September and runs to Sunday 21 October.

Organisers are developing the program and have called for expressions of interest for inclusion in the event.

Businesses and community groups in the Hidden Treasures region are invited to offer new or existing events by contacting bloom@hiddentreasures.com.au.

Hidden Treasures of the Great Southern is a collaboration of the region's nine hinterland shires: Broomehill-Tambellup, Cranbrook, Gnowangerup, Jerramungup, Katanning, Kent, Kojonup, Plantagenet and Woodanilling.

The Great Southern Development Commission (GSDC) is a founding supporter and principal partner of the festival.

Last year's festival program featured 79 events across the nine shires and drew 15,000 visitors.

GSDC Chair Ross Thornton said the Bloom Festival celebrated a significant strength of the region.

"We live in a biodiversity hotspot and our flora is amazing," Mr Thornton said.

"Hidden Treasures has built up a great program that offers a wide range of events and activities.

"It draws visitors to the northern parts of the region and encourages many regional residents to get out and about to enjoy new experiences in their own backyard."

Expressions of interest for inclusion in the program close on 31 May.

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