

Media Release – Friday 3rd December 2010

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NZ2011 Festival Lottery Fund Granted to Mid Canterbury

New Zealand's biggest-ever festival, which will run in conjunction with Rugby World Cup 2011, has grown even larger following the allocation of Lottery Grants Board funding to 195 projects.

The specially formed Festival Lottery Fund had \$9.48 million in funding to allocate, they received 570 applications totalling \$76 million.

Ashburton District Tourism's Event Development Executive, Verity Lydford, submitted an application for the Best of Mid Canterbury Festival, requesting \$132,000 from the NZ Festival Lottery Grant Fund.

The NZ Festival Lottery Fund Committee met on 11 and 12 November 2010 to consider applications for the NZ Festival Lottery Fund, the committee approved a total grant of \$86,000 towards the Best of Mid Canterbury Festival.

Ashburton District Tourism's Event Development Executive, Verity Lydford, says "this is a fantastic outcome for Mid Canterbury. I am very excited with the amount of funding that was approved for the Best of Mid Canterbury Festival and am grateful to the NZ Lottery Grants Board for their decision and this will be reflected in the festival."

Because many successful applications had been offered less funding than requested, they now had two months to consider whether their projects could proceed with the lower level of funding. For the Best of Mid Canterbury Festival, this means that the budget will be revised and the level of sponsorship required will be increased.

Twenty-three centres will host games or teams during RWC 2011, and while the hubs of the REAL NZ Festival will centre on match and host cities, and cluster around match dates, the festival programme will touch almost every part of the country and fill the full 45 days of the tournament. With plenty of time between matches, visitors are being encouraged to 'take the long way round' as they travel between venues to experience as much of the country as possible during their stay.

Anyone wanting to find out more about the Best of Mid Canterbury Festival should look at the festival website on www.ashburtondistrict.co.nz.

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For more information

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Ashburton
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