



MEDIA RELEASE

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For Immediate Release

Festival Spreads Its Wings at Mission Beach Resort

Mission Beach Film Festival organizers were more than pleasantly surprised when they surveyed the grounds of the Mission Beach Resort in their search for the 2010 venue.

Centrally located in the Mission Beach region, the Mission Beach Resort is sited on over 11 acres which embraces fringes of rainforest, sweeping lawns and of course, 4 pools, accommodation, hotel, restaurant and function room.

In further discussions, the synergies between the sustainability theme of the festival and the day to day operations of the Mission Beach Resort and how it develops into the future, proved to be an advantageous match.

‘The Mission Beach Resort has been committed to recycling for 10 years. We recycle over 100 litres of cooking oil, 1500 cans and 1700 kilos of cardboard a month says Steven Shoobridge, Director of the Mission Beach Resort. ‘The sustainability message behind the Mission Beach Film Festival is of great appeal to the resort. Our business is largely founded on visitors who are attracted to the area because of the wonderful natural assets that surround us. Islands, rainforest, adventure sports, relaxing in a low key environment, all of these elements combine to make Mission Beach a destination which is not only desirable, but also under pressure’.

The Mission Beach Resort has made a significant commitment to the festival as a Platinum Sponsor and organizers have been delighted with not only the support but the enthusiasm for the event displayed by resort staff.

Festival Producer, Dee Cameron reports from the production office at Resort Room 113 ‘the grounds that the resort has offered us provide great scope for the creation of 3 separate cinema structures. Again we will be “Under the Stars” at the main outdoor cinema but we also have the space to create a kids club venue and a 3rd cinema geared around documentaries. The area also provides for sponsorship marquees and we are hoping that local food producers will be interested in setting up stalls for the festival weekend. A big asset is the Rainforest Room which will be our gallery for the People’s Choice Stills photography exhibition.’

'We are proud to be part of a community event that shines a light on sustainability as well as profiles the precious environment in which we live and work and we are working closely with the Mission Beach Film Festival to ensure that the 2010 festival is a success' said Steven Shoobridge.

Gala Opening Night of the Festival is Friday 17th September. Program and ticket details will be available on the Festival website from Monday 16th August.

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THE
ELANDRA
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