



FOR IMMEDIATE RELEASE

6 July 2009

SYDNEY OFFICIALLY LAUNCHES THE 2010 LIONS CLUBS INTERNATIONAL CONVENTION IN MINNEAPOLIS

Sydney will today launch its hosting of the 2010 Lions Clubs International Convention.

The annual Convention is the foremost international event of the year for Lions, when they and their families from over 100 countries unite for a week of business, fellowship and fun.

Already, Sydney's event is expected to attract between 15,000 and 25,000 delegates with an estimated value of \$91.8 million to the local NSW economy.

But, in its aims to further increase the number of Lions delegates to Sydney's shores, Business Events Sydney (BESydney) is in Minneapolis today to officially launch next year's event at the opening of this year's Lions Clubs International Convention.

"We are committed to working with Lions Clubs International to maximise the number of delegates that visit Sydney next year. We're doing this through clever marketing initiatives and by going direct to our target audience at the Minneapolis Convention," said Mr. Jon Hutchison, Chief Executive Officer of BESydney.

BESydney's initiatives will ensure a distinct Sydney presence in Minneapolis. They include a destination booth that allows Lions to register for the 2010 event, the opportunity to win a BridgeClimb in Sydney, giveaways, a formal presentation on Sydney's highlights and a distinctly Aussie breakfast hosted by Lions Australia.

Sydney officially won the right to host the Convention in 2002. Since then BESydney has held numerous meetings with Government stakeholders such as the Community Events and Engagement Division of the Premiers Department (formerly the Office of Protocol and Special Events), Tourism NSW and the Sydney Harbour Foreshore Authority to manage the logistics of the 2010 event.

This work culminated in the launch of the Lions Clubs International Convention 2010 website in July 2008, in time for the Bangkok Convention, to begin exciting delegates about a visit to Sydney: www.lions2010.com

During the Sydney event, headquarter hotels will be the Shangri-la Hotel Sydney and the Four Seasons Hotel Sydney with the main activity taking place in the Darling Harbour Precinct, namely at both the Sydney Convention and Exhibition Centre and the Sydney Entertainment Centre.



Highlights of the many activities scheduled during the 2010 Convention will include three inspiring plenary sessions, motivational guest speakers and workshops, a festive International Parade of Nations through the CBD and an entertainment spectacular showcasing Australian culture.

- ENDS -

Business Events Sydney

BESydney, formerly known as the Sydney Convention and Visitors Bureau, is a 40 year partnership between the NSW Government and the tourism industry. BESydney is a highly proactive organisation that has been successful in connecting Sydney to world markets through conventions, conferences, congresses, incentives and business meetings.

For more information or interviews, please contact

Nea Pilgrim
Burson-Marsteller
P: 02 9928 1524
E: nea.pilgrim@bm.com