



Hon. George Souris M.P

Minister for Tourism, Major Events, Hospitality and Racing
Minister for the Arts

MEDIA RELEASE

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KYLIE MINOGUE CELEBRATES 25 YEARS AT SYDNEY MARDI GRAS

The New South Wales Minister for Tourism, Major Events and the Arts, George Souris, today announced that pop legend Kylie Minogue will be a special guest at this year's Sydney Mardi Gras.

Her appearance comes about thanks to a partnership forged between Destination NSW and Sydney Gay and Lesbian Mardi Gras.

"We welcome Kylie Minogue to Australia's leading tourism and events city for one of the world's leading events," Mr Souris said.

"Ms Minogue has a very special place in Australians' hearts. She has a global audience who adore her. Where better for her to celebrate her 25 years in entertainment than in Sydney, Australia's global city.

"The presence of Kylie Minogue is sure to make this the biggest and best Sydney Mardi Gras ever," he said.

Sydney Mardi Gras 2012 coincides with Kylie Minogue's 25th anniversary in the entertainment industry and her recent induction into the ARIA Hall of Fame last year.

Minogue will be the guest of honour at the Parade this year with a special float set to be one of the highlights of the night.

Kylie Minogue said, "I am coming home for Mardi Gras this year!"

"I simply cannot wait, and it's going to be a beautiful way to celebrate 25 years of this relationship.

"Your support over the years has just been phenomenal and I can't wait to come home and share that with you. So see you in March," Ms Minogue said.

Sydney Gay and Lesbian Mardi Gras CEO, Michael Rolik, said Mardi Gras is part of the cultural fabric of Sydney and the Parade.

"In partnership with Destination NSW our goal is to grow the event as the world's premier celebration of diversity for the Lesbian, Gay, Bisexual, Transgender, Queer and Intersex communities.

"Sydney Mardi Gras says something great about Sydney. We are accepting, open, diverse and colourful," he said.

Destination NSW CEO Sandra Chipchase said Sydney Mardi Gras is a perfect platform to showcase Sydney and NSW to the rest of Australia and the world.

“Destination NSW research has found Sydney Mardi Gras attracts more than 20,000 overseas and interstate visitors who come specifically for the event, injecting around \$30 million in new money to the State.

“Sydney Mardi Gras also reaches huge media audiences. In previous years it has reached more than 70 million people from interstate and key international tourism markets via press coverage and social media feeds about the event.

“With the addition of Kylie Minogue in 2012 we can expect even greater community engagement and enthusiasm. We anticipate huge social media traffic and interest in travelling to Sydney to attend the event.

“Mardi Gras is a stand out and a unique asset for Sydney and NSW,” she said.