

Exhibitions and Events Australia's continued support towards bushfire and drought affected communities

Bushfire and Drought Community Hub launching at Sydney MindBodySpirit Festival 12-15 March

The team at Exhibitions and Events Australia are committed to assisting those affected by the recent bushfire crisis and ongoing drought. This will be a long and difficult journey for these communities to rebuild and get back on their feet and EEA are doing everything in their power to provide continuous support.

On Friday 10th January 2020, EEA made a donation of \$100,000 towards bushfire relief. \$50,000 was donated to WWF Australia and \$50,000 was donated to the Vinnies Bushfire Appeal.

In a further effort to assist the affected communities, EEA offered a limited number of free spaces for businesses directly impacted by these disasters to exhibit at the Sydney MindBodySpirit Festival. This event will be held at the International Convention Centre in Darling Harbour from Thursday 12th to Sunday 15th March. EEA received an outpour of support for this initiative, with poignant and heartbreaking nominations coming in for affected businesses and communities across NSW. It was incredibly moving to hear stories of people opening up their homes and lives to offer support and free services whilst their own businesses were struggling to stay afloat.

EEA presents The Bushfire & Drought Community Hub. This section of Sydney's MindBodySpirit Festival will showcase businesses and community initiatives from a range of industries from affected areas. This allows those communities to receive some much-needed trade and showcase that their towns are ready for visitors again. Bringing these businesses to Sydney means that they will be engaging with a large audience; the Sydney MindBodySpirit Festival attracts around 19,000 visitors over the four days of trade.

The Bushfire & Drought Community Hub will also be coming to Melbourne's events later in the year. This will help support to the Victorian communities affected by bushfire and drought, particularly the region of East Gippsland.

- ENDS -

For all media enquiries, interviews, images, media passes and promotions, please contact:

Alana Hawthorne - Marketing Manager

03 9276 5539 | alanahawthorne@eea.net.au