



**Swan Valley Midsummer Feast 2007**  
**Friday 16th Feb, Saturday 17th Feb and Sunday February 18th**

Dear Gidgegannup business,

Planning is well advanced for next years Swan Valley Midsummer Feast to be held on the weekend of 16th - 18th of February 2007. Producers in Gidgegannup are again this year invited to become involved in the Midsummer Feast by linking up with a Swan Valley business. This is a great opportunity for Gidgegannup business to become recognised and benefit from the hard work of the Swan Valley Food Group.

**Promotion of the weekend includes:**

The Midland Redevelopment Authority have very generously offered the Swan Valley Food Group assistance from their PR department to help with the advertising and promotion of the weekend.

Design and Printing of 2500-DL opal gloss flyers for distribution to:

- Swan Valley Venues including the Vines Resort,
- Restaurants and Bars both metro and country (via participants contacts),
- Vince Garreffa butchers and market, - Gourmet Food Stores, - Houghton and Sandalford Concerts

Electronic:

- Swan Valley web site, - Each participants web site, - E-mail to all Participants own databases,
- E-mail to Moore River Food Lovers Club, - Slow Food Group, - In touch newsletter (Tourism WA),
- Swan Valley Newsletter

Media:

Press release to all Wine and Food based magazines, Fresh, STM, Wine writers, Don Hancey, Jane Cornes for Scoop, Homes and Living magazine, Community newspapers and Radio stations.

**How to get involved**

An outline of the produce or products that you wish to sell or promote on the weekend is needed to find the best suitable Swan Valley partner for your business. If you are interested in becoming involved please complete the attached form and email to [gidgmor@iinet.net.au](mailto:gidgmor@iinet.net.au) or post to:

- Experience Gidgegannup, Attn: Penny Morgan, PO Box 66, Gidgegannup 6083

Penny can be contacted on 9574 7211 or [gidgmor@iinet.net.au](mailto:gidgmor@iinet.net.au) if you have any further queries.

Kind Regards  
Tania Boyland  
Chairperson  
Experience Gidgegannup