



Press Release 13th April 2018

Easter Fair Society launches its new 150 LOGO

The Bendigo Easter Fair Society, custodians of the Bendigo Easter Fair since 1871, last night officially launched its commemorative logo for 2020, with just 730 days to go until Good Friday, April 10th 2020.

The first Easter Fair was held on April 10 and 11, 1871 at the Lower Camp Reserve (about the location of the Conservatory Gardens), with the aim of raising funds for the Bendigo Hospital and The Bendigo Benevolent Asylum.

Society President Simon Mulqueen said *“For the past 2 years the Society has been planning elements of the 150th Bendigo Easter Fair which will take place in 2020. Many of the details associated with the event are yet to be finalized and announced but the community can rest assured that it will be a celebration worthy of this city”. The Easter Fair is recognised as the longest, continuously running festival in Australia.*

The Easter Fair Society has worked with the City of Greater Bendigo’s - events department on the Easter festival since 2004 when the city took over operational responsibilities, and in conjunction with council hopes to bring some special elements to 2020 that are either new or have not been seen for some years.

The striking new logo, in the view of the committee, represent the elements best representing the EASTER FAIR over its 150 year history;

The Fountain – an Icon of the City and an ever present overseer of the parades for over a century.

A Dragon’s Head – Since 1892 a Processional Dragon has been integral to the Easter Parade and is synonymous with the colour and excitement of Easter.

The Streamers/Balloons – Symbolizing the fun and Joy the Easter Fair has brought to the community since 1871.

The logo will be used extensively in the lead up to the 2020 celebration and afterwards will be adapted to remain as the Society’s logo for the foreseeable future.

We urge the Business community and the general community to get behind the Society in terms of sponsorship and assistance. Mr. Mulqueen said he invited members of the community who have any Easter Fair Memorabilia or Ideas for the 150th celebration to please contact the society via our website www.bendigoeasterfairsociety.org.au or via email on befs1871@gmail.com

Stay tuned for more exciting news as the 2020 festival approaches.