

# Sydney's Paddy's Markets Wins NSW Business Partnership Award



*City of Sydney's Sponsorship Manager, Libby Ellis (left) with Kerrie Reeder (Right) Sydney Markets Retail Marketing Manager receiving the Toyota Community Award from Gordon Bunyan Toyota's Corporate Development Manager.*

The City of Sydney and Sydney's Paddy's Markets popular Chinese New Year Festival and celebrations won the Toyota Community Award for NSW section of the Australian Business Arts Foundation Award (ABaF) for its ongoing partnership.

The three week Chinese New Year Festival is the City's second largest event, and this year attracted more than 540,000 people to 26 different events. Sydney's Paddy's Markets' sponsorship of the event has been constant since the City's inaugural Festival in 1996. The event draws large crowds of both Chinese and non-Chinese people across all age groups and includes a spectacular international Parade, Dragon Boat races, food tours throughout Paddy's, temple tours, dragon dance and food markets, in and around Chinatown.

Sydney's Paddy's Markets relationship with the City of Sydney with the Chinese New Year celebrations has served as a model for other events, including Primo Italiano and the Spanish Quarter Street Festival.

Sydney Markets Ltd's CEO, Brad Latham said: "This is another example of the value of the Sydney Markets Community Relationship Programme and partnerships that embraces our customers, stand holders and staff and we are very excited to be the recipient of this prestigious Award."

Australia Business Arts Foundation promotes private sector arts support through Volunteer, Giving and Partnership programs. All ABaF award winners will all go on to compete in the National ABaF Awards to be held in Melbourne on October 26<sup>th</sup>.

For further information contact  
Kerrie Reeder  
Retail Marketing Manager  
Sydney Markets Limited  
0419 326 233

