

Crystalbrook Collection Secures Naming Rights for Cairns New Year's Eve in Three-Year Partnership

4 September 2018

Crystalbrook Collection has secured naming rights of the official Cairns New Year's Eve celebration through until 2020.

The three-year partnership with Cairns Regional Council will commence this New Year's Eve. Mark Davie, CEO of Crystalbrook Collection said 2018 had been a momentous year for the Company and a celebration was well overdue.

"We're very pleased with the progress that we've made to date in Cairns and saw this as a great opportunity to say thank you to the community."

Mayor Bob Manning said Council was thrilled to have Crystalbrook Collection on board for New Year's Eve.

"This is a company that is investing heavily in the development of our region and growing our tourism market, and now they've shown their commitment to our residents by throwing their support behind one of our city's biggest events," Cr Manning said.

"As a result of this partnership, this year's fireworks will be bigger and better than ever before, with two barges sitting just off the waterfront. We'll be sending 2018 out with a bang in a spectacular show of colour on the Cairns Esplanade."

Crystalbrook Collection New Year's Eve is expected to be one of the largest events on the city's annual calendar. The high-profile event brings a diverse crowd of over 15,000 people together to celebrate the start of another year in the beautiful city of Cairns as the city comes alive with family-friendly rides and live entertainment from 6pm and two incredible fireworks displays, at 9pm and midnight.

The inaugural New Year's Resolution Fun Run will add an active element to the night, with a 5km run/walk along the Cairns Esplanade. The event will be suitable for all fitness levels, with the aim of inspiring participants to achieve their health and fitness goals in 2019.

Crystalbrook Collection New Year's Eve

5:30pm – 9:00pm New Year's Carnival, Fogarty Park, Cairns + New Year's Resolution Fun Run.

9:00pm Family Fireworks, Esplanade, Cairns

12:00am Midnight Fireworks, Esplanade, Cairns

ENDS