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MEDIA RELEASE

Monday, 14 November 2005

Stamp your name in Ballarat's future

You are invited to visit the Lake Blitz marquee on View Point at Springfest Market Day this Sunday to find how you can stamp your name in Ballarat's future by purchasing a board, to be placed at View Point Boardwalk.

The marquee will be staffed by City of Ballarat Councillors, Committee for Ballarat Task Team members and Lake Foundation members with Ballarat REIV providing the expert sales methods to ensure you are a part of this unique opportunity.

INSERT COMMENT FROM TREVOR BOOTH

The board walk will be erected on the north side of View Point and there will be only 1800 boards offered for sale at Bronze (\$100), Silver (\$500) and Gold (\$1000).

Your financial contribution will purchase your place in Ballarat's future and help restore the lake to its former glory. There will be only one board walk erected as part of the Lake Wendouree Masterplan.

Lake Blitz is a joint initiative of the City of Ballarat, Committee for Ballarat and Lake Foundation. The funds raised by Lake Blitz will rejuvenate visitor facilities, support the gradual replacement of the treescape, protect the environmental values, improve the quality of passive recreation pursuits and improve the linkages between the various attractions within the precinct. The specific issue of the Lake's water level is currently being addressed by the City of Ballarat and Central Highlands Water in a separate strategy.

For further information on Lake Blitz visit www.lakeblitz.com or phone Committee for Ballarat 5332 1240 or visit the Lake Blitz marquee at Springfest.



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Lake Blitz

Additional information

The Lake Wendouree Precinct is a significant asset to residents and visitors to Ballarat and for many of us; it is an integral part of who we are and what we love about Ballarat.

It is the region's most utilised open space asset. We run or walk around it, row or sail on it. We picnic and play within its vast expanses and relax on its beautiful shady lawns and marvel at its gardens. Attracting over 600,000 users and visitors per year, the precinct encompasses some of Ballarat's finest cultural attractions, botanical collections, wildlife habitats and aquatic sports facilities, and hosts many of the region's major events.

Following the adoption of the Masterplan for Lake Wendouree and the Ballarat Botanical Gardens by the City of Ballarat and the community, this is a summary of the key projects to be undertaken, for which your support is needed to realise the vision.

It must be emphasised that the specific issue of the Lake's water level is currently being addressed by the City of Ballarat and Central Highlands Water. The Lake Blitz initiative aims to raise the funds to implement the other key projects identified.

The funds raised by the Lake Blitz will rejuvenate visitor facilities, support the gradual replacement of the treescape, protect the environmental values, improve the quality of passive recreation pursuits and improve the linkages between the various attractions within the precinct. The precinct is a major point of difference between Ballarat and many other Australian cities and as such deserves your involvement in realising its potential.

The Lake Blitz is a joint initiative of the Committee for Ballarat, City of Ballarat and The Lake Foundation who together are seeking support from you to ensure our greatest natural asset is all it can be and all that we want it to be.

To implement the Masterplan \$3.22 million is needed, the City of Ballarat, State and Federal Governments will provide a significant amount of funds, however we need \$700,000 from the community and the corporate sector.

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