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## **MEDIA RELEASE**

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### **McCallum Rattling for Lake Blitz**

The Lake Blitz collection tins will make their debut at the Ballarat Cup, with McCallum rattling tins at the entrance gates. Lake Blitz is the joint initiative of the Committee for Ballarat, City of Ballarat and Lake Foundation and aims to raise \$3.22million dollars to implement the Lake Wendouree Foreshore Master Plan. The Ballarat Community are being asked to help in raising the \$700,000 plus that is needed from the local community.

McCallum have donated generously to Lake Blitz already, assisting with placing labels on collection tins and also providing tin rattlers for the Ballarat Cup.

INSERT COMMENT FROM McCALLUM

Race goers are encouraged to give generously to the official tin collectors who will be dressed in the brightly orange Lake Blitz caps and t-shirts with the orange collection tins.

INSERT COMMENT FROM RACE CLUB

“The Committee for Ballarat accepted the challenge of assisting to raise the required funds to implement the Lake Wendouree Masterplan and have been delighted with the positive response that has already been received from the Ballarat community. The in-kind support offered by McCallum is one example, with support also received from the three Apex Clubs of Ballarat and Best Community Development, with a number of other announcements to be made in the coming months,” said Cr David Vandy, Task Team Chair Lake Blitz, Committee for Ballarat, “It is also fantastic to see the City of Ballarat, Committee for Ballarat and Lake Foundation working together to realise such an important project for the Ballarat community and I hope people can put their change in a Lake Blitz tin at the Ballarat Cup or when they see one over the next couple of months.”

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.

The three Apex clubs of Ballarat will be distributing the orange Lake Blitz collection tins to local business in the coming weeks, if you are in business and would like to



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take a Lake Blitz tin please contact the Committee for Ballarat on 5332 1240.

The Lake Blitz campaign will offer the Ballarat community a number of ways of being involved, from putting your change in the collection tins at local business, pledging any amount or purchasing a board as part of the View Point Board Walk.

Further information can be gained by visiting [www.lakeblitz.com](http://www.lakeblitz.com) or calling Committee for Ballarat on 5332 1240.

## **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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