



NSW TOURISM MINISTER JODI MCKAY

This October, the spotlight will be on Sydney when we play host to Breakfast on the Bridge, the centrepiece event of Crave Sydney, a month-long festival of fine food, wine and local produce.

On Sunday 25 October, 6,000 people will have the unique opportunity to take part in this inaugural community event, where the famous Sydney Harbour Bridge will be laid with over 10,000 square metres of turf for picnickers to enjoy the spectacular and iconic Sydney Harbour and Sydney Harbour Bridge.

The eyes of the world will be on our beautiful city, showcasing it in a way that has never been done before.

Images of Sydneysiders enjoying a healthy and fun lifestyle on our most iconic landmarks will be broadcast to millions world-wide which is advertising for our city that money simply can't buy.

The Breakfast on the Bridge will not only provide a unique opportunity for Sydney residents but it will also complement an exciting calendar of events in Sydney and NSW during October.

The Crave Sydney Festival will feature the Seven Bridges Walk, Sydney Harbour Island Hopping and the Sydney International Food Festival.

There will also be plenty for sports fans with the world's largest multi-sport event the Sydney 2009 World Masters Games being held from the 10-18 October as well as the NRL Grand Final and the Qantas Socceroos vs the Netherlands friendly football match.

There will be no better place to be than Sydney in October.

We are excited to bring these unique and memorable events to Sydney this year and I encourage everyone to get out and be part of what will be a fantastic showcase of all that Sydney and NSW has to offer.

Minister Jodi McKay
Minister for Tourism