

**Media Release**  
**1<sup>st</sup> June, 2011**

### **FLY WITH VIRGIN BLUE FOR A FASHIONABLE WEEKEND AWAY**

Mercedes-Benz Fashion Festival – Brisbane, hosted by South Bank, is Queensland's premier fashion event and it's set to dazzle once again in 2011. If you don't live in Brisbane, don't despair – our friends at Virgin Blue Holidays are once again offering some fantastic package deals to the Festival for the ultimate fashionable weekend away.

From just **\$349** per person (departing from Sydney), you can experience the spectacle that stops a city and feast your eyes upon spring/summer collections by some of Australia's brightest and most talented fashion designers.

Running from **20 – 26 August**, the Festival will feature several amazing Group Runway Shows including an outdoor Swimwear Show. Not only will you be able to watch the shows like a true VIP, you'll also be able to visit the VIP Fashion Bar where all the true fashionistas will be headed for a pre- or post-show cocktail. The fashion you see during the Festival will be available in-store and ready to buy, so be sure to pack light so you can stock up on some gorgeous fashions for summer.

Festival Director Lindsay Bennett said the backing from one of Australia's most successful international companies demonstrated the success of the Festival as a way to reach Queensland's fashion-conscious consumers.

"We are now the premier fashion festival showcasing the very latest spring/summer collections on offer and with the Virgin Blue Holidays all inclusive flight/accommodation and entry ticket packages on offer, it makes attending the festival very accessible and affordable."

The beginning of this year was challenging for flood-affected Queensland, but we are pleased to report things are now back to normal and we're living up to our reputation here in the Sunshine State. The Fashion Festival is big business and will generate exposure and revenue for the local retailers who have done it tough in the wake of natural disasters.

Blue Holidays packages to Mercedes-Benz Fashion Festival include:

- Return economy airfares to Brisbane
- Two nights accommodation at a four-star hotel in the heart of Brisbane's fashion district
- Entry to a Group Runway Show

This sale will only last until **15 July** (for travel between 19-24 August) so be quick to book. Prices vary between departure points, so check out package deals from your city.

For more information on this fantastic deal and to book, go online to [www.virginaustralia.com/Holidays/Specialoffers/MercedesBenzFashionFestival/](http://www.virginaustralia.com/Holidays/Specialoffers/MercedesBenzFashionFestival/)  
Or call 13 15 16

Continuing its tradition of giving back to the community, the Mercedes-Benz Fashion Festival – Brisbane, hosted by South Bank is also proud to announce that in 2011 it will donate \$1 from every ticket sold to its chosen charity, "**AEIOU Foundation - for Children with Autism**".

The full program is available at: [www.mbff.com.au](http://www.mbff.com.au)

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