MEDIA RELEASE

Wednesday 16 June 2010

BRIDGECLIMB SYDNEY
FOR THE CLIMB OF YOUR LIFE!™

Celebrate New Year's Eve every day with BridgeClimb

Today, Wednesday 16th June 2010, BridgeClimb welcomed the Minister of Tourism, The Honorable Jodi McKay MP to launch the film 'Celebrations' at the new fully accessible Sydney Harbour Bridge Visitor Centre.

Ms McKay welcomed members of the Tourism industry to witness the new eight minute film which captures the spirit of community celebrations on the Sydney Harbour Bridge since it opened in 1932.

At the launch Ms McKay also took the opportunity to launch the new look 'sydneyforall.com' website, the NSW Government's accessible tourism portal for Sydney.

Ms McKay said "The new Sydney Harbour Bridge Visitor Centre gives everyone a great opportunity to learn more about the Bridge and to 'celebrate New Year's Eve every day.' What's also important about this new attraction is that it's one of a growing number of accessible tourism experiences now available in Sydney".

It was a day of celebrations at BridgeClimb with Paul Cave, Chairman and Founder of BridgeClimb presenting for the first time as a recipient of a Member of the Order of Australia (AM).

Paul was recognised on the Queen's Birthday 2010 Honours list and in particular was commended for his service to Tourism in NSW, and to the community as a supporter of a range of health, sporting and charitable organisations.

Paul also addressed the audience, sharing his passion for the Bridge and the new Sydney Harbour Bridge Visitor Centre.

"The Sydney Harbour Bridge has been a centrepiece for Sydney celebrations since opening day. The new film 'Celebrations' captures the spirit of these events, climaxing the world famous New Year's Eve fireworks so you can experience them here every day."

The Sydney Harbour Bridge Visitor Centre offers free entry and is the first fully accessible space situated in and dedicated to Australia's icon. Visitors are welcome to immerse themselves in interactive exhibits, display galleries and a 46 seat digital high definition cinema devoted to sharing the stories of the Sydney Harbour Bridge from preconstruction to the present day.

Sydney Harbour Bridge Visitor Centre
Where: BridgeClimb, Sydney. 3 Cumberland Street, The Rocks.
When: Open daily (closed on 30-31 December)
Cost: Free entry

For media enquires please contact:
Kristy Enright
Public Relations Executive
BridgeClimb Sydney
Phone: +61 (0)2 9240 1141
Mobile: +61 (0)438 638 969
Email: kenright@bridgeclimb.com

Ottto Holdings (Aust.) Pty Ltd
3 Cumberland Street, The Rocks
Sydney NSW 2000
Phone: +61 2 8274 7777
Fax: +61 2 9240 1122
Email: admin@bridgeclimb.com
Web: www.bridgeclimb.com
ABN 56 079 564 346