



south bank
corporation

media release

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SOUTH BANK CELEBRATES 20TH ANNIVERSARY OF WORLD EXPO 88 BRISBANE'S EVENT, SHAPING THE GROWTH OF THE CITY

Twenty years ago today, Her Royal Majesty Queen Elizabeth II opened Brisbane's World Expo 88, a spectacular event that held the international limelight for six months from 30th April – 30th October 1988.

South Bank Corporation Chief Executive Officer Malcolm Snow said the event captured the attention of the world and the affection of the nation and most importantly it provided a platform for unprecedented economical and cultural growth.

South Bank is now preparing to celebrate the 20th Anniversary of World Expo 88, inviting the public to a free day of celebrations on Saturday May 10, featuring live entertainment, fireworks, and the appearance of original Expo 88 performers.

"We are looking forward to celebrating the anniversary of this very special event with the people of Brisbane, and recreating the unique atmosphere and sense of wonder that Expo 88 created in Brisbane," Mr Snow said.

"Along with the Commonwealth Games in 1982, World Expo 88 was monumental for the city – it changed our lives and our attitudes, and belonged to the people of Brisbane."

Mr Snow says the event benefited the city of Brisbane with an estimated economic stimulus of \$A1020 million, and it attracted more than 1.5 million international visitors to Brisbane and more than 18.5 million people experienced World Expo 88 firsthand.

"Expo 88 introduced extended trading hours and al fresco dining, and most of all, it acted as a launch pad for the city, helping to establish Brisbane as one of the nation's most desirable cities," Mr Snow said.

Mr Snow said 52 governments from across the world took part in Expo 88, and the event played host to thousands of VIPs from around the world, introducing South Bank to Royalty, Heads of States, Government Ministers and parliamentary representatives.

"We welcomed Her Royal Majesty the Queen and her husband Prince Phillip, The Duke and Duchess of Kent, King Juan and Sophia of Spain, Britain's Prime Minister, Margaret Thatcher and the Prime Minister, Bob Hawke."

The 20th Anniversary World Expo 88 Celebrations will begin with an exclusive 20th Anniversary World Expo Celebrations Charity Dinner in support of The Courier-Mail's Children's Fund at the Brisbane Convention and Exhibition Centre on Friday 9 May 2008.

Tickets to this event are available from Qtix on 136 246 at \$2,500 per table of 10, and individual tickets are also available.

Locals and visitors alike are invited to a free community day of celebrations on May 10, featuring live entertainment, roving performers, an 80s movie marathon, a memorabilia display and the 20th Anniversary World Expo 88 Celebrations Fireworks brought to you by 1116 4BC.

The celebrations will culminate in a free 20th Anniversary World Expo 88 Celebrations Concert featuring Joe Camileri and The Black Sorrows and Mental As Anything brought to you by 4BH 882, and supported by the Queensland Government in the Suncorp Piazza.

The 20th Anniversary World Expo 88 Celebrations are a 100% GreenPower Event. GreenPower is emission free and the most environmentally friendly energy available.

For more information visit www.southbankcelebrates88.com.au.

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