



south bank  
corporation

## media release

May 1, 2008

### **South Bank to Host 12<sup>th</sup> Annual Buddha Birth Day Festival**

The countdown is on! This week more than 200,000 people will take part in Australia's biggest Birth Day celebration at South Bank to mark the 12<sup>th</sup> Annual Buddha Birth Day Celebration.

The Buddha Birth Day Festival is a signature cultural event for Queensland, taking place in the Parklands at South Bank from Friday 2<sup>nd</sup> May – Sunday 4<sup>th</sup> May 2008.

The Festival aims to spread the theme of 'Harmony for All', promoting the peaceful existence and appreciation of Australia's multicultural identity and focuses on generating community and individual respect for life.

Ven. Chueh Shan, Abbess of the Chung Tian Temple said one of the most popular attractions is the Bathing Buddha ritual in the Suncorp Piazza.

"Bathing Buddha is symbolic of cleansing away inner dirt from ones life; those who bathe the Buddha aspire for inner peace and they wish for qualities of goodwill and compassion," he said.

Taking place in 12 locations throughout the Parklands at South Bank, the Buddha Birth Day Festival will feature two performances stages, a fireworks display and 21 information and meditation sessions.

The Festival will also feature multi-faith discussions, meditation classes, various cultural performances, international food fair with more than 50 stalls, a 'Children's Amusement Area' which includes activities, rides and an art exhibition, and the Cultural and Arts Square.

Special events taking place throughout the Festival include free Tai Chi in the Park, supported by Queensland Health from Monday 28 April – Friday 2<sup>nd</sup> May, a photographic display, 'One Road - Many Paths' at QPAC from Tuesday 29<sup>th</sup> April – Saturday 3<sup>rd</sup> May, and the Sacred Bodhi Tree Ceremony at GoMA on Thursday 1<sup>st</sup> May 2008.

The Festival will culminate in a spectacular fireworks display on Sunday 4<sup>th</sup> May at 7:30pm.

The Festival will be open from 12pm – 9pm on Friday 2<sup>nd</sup> May, 9am – 9pm on Saturday 3<sup>rd</sup> and 9am-9pm on Sunday 4<sup>th</sup> May 2008.

### **ENDS**

#### **For more information on the Buddha Birth Day Festival contact:**

Ralph Smith

Marketing Director

Buddha Birth Day Festival

Buddha Birth Day Festival

Tel: + 61 7 3841-3511

Mob: 0410 00 22 66

Email: [marketing@buddhaBirthDayfestival.com.au](mailto:marketing@buddhaBirthDayfestival.com.au)

Web: [www.buddhaBirthDayfestival.com.au](http://www.buddhaBirthDayfestival.com.au)



**Media Enquiries:**

Deborah Hoey

Public Relations Coordinator

Telephone 07 3867 2035

Facsimile 07 3844 9436

Mobile 0415 244 898

[deb.hoey@south-bank.net.au](mailto:deb.hoey@south-bank.net.au)

[www.southbankcorporation.com.au](http://www.southbankcorporation.com.au)