



MARCH ON GEELONG



COTTON ON
FOUNDATION

For immediate release

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GEELONG CATS AND COTTON ON FOUNDATION MARCH TO CELEBRATE THE CITY

The Geelong Cats together with the Cotton On Foundation are calling on the Geelong community to rally together and show their commitment to the city by joining their neighbours, friends and family in the inaugural *March On Geelong*, a major community rally on Saturday, April 12.

In what is hoped will be the first year of a significant annual event, *March On Geelong* will see thousands of community members rally together to celebrate all the great things Geelong has to offer, many of which have been forgotten in light of tough local economic times.

The event will kick off at Steampacket Gardens at 4.30pm with entertainment and guest speakers on hand to inspire everyone to get excited for the future of the city. The march will leave the gardens at 5.30pm, moving up Yarra Street, into Myers Street and down Moorabool Street, concluding at Simonds Stadium at about 6.15pm.

The brainchild of the Geelong Cats and the Cotton On Foundation, two of the biggest supporters of growth in the region, *March On Geelong* promises to become a prominent event in Geelong's calendar.

The Cotton On Foundation is throwing its weight behind the *March On Geelong* movement and its bid to drive positive change by supplying *Unite Geelong* water to be sold at the event. *Unite Geelong* is an initiative that sees funds raised from the sale of *Unite Geelong* water used to implement community projects and is committed to empowering, educating and supporting local people.

Geelong Cats CEO Brian Cook sees the event as an opportunity to unite the community as they march towards building a brighter future.

"As a club we want to do as much as possible to lift the spirits of the Geelong community through these challenging times," Cats CEO Brian Cook said.

"We encourage as many people as possible to be involved in *March On Geelong*, a great event for our city."

Cotton On Group Executive, Marshal McLean, sees the event as a way to foster community spirit and make headway towards a better, brighter Geelong.

"We would love the entire community to get behind this important initiative to celebrate all the great things our town has to offer and the bright future ahead of us."

City of Greater Geelong Mayor Darryn Lyons is also calling for the community to take part, “if you’re passionate about our great city and its potential, then please join us on Saturday 12 April for *March On Geelong*. It’s going to be an amazing demonstration of Geelong’s community spirit.”

Already with strong support from major Geelong organisations including the Geelong Advertiser and K-Rock Footy, *March On Geelong* is calling for the people of the city to come together during a period of uncertainty and be reminded of all of the positive aspects of the region worth celebrating.

To register your interest for this event go to www.geelongcats.com.au/club/events/march-on-geelong

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For more information, please contact Ella Dimasi on ella.dimasi@cottonon.com.au or 5277 8281.