

## It will be snowing in Cranbourne this July

With Melbourne's newest winter festival – The Big Freeze!

Don't worry about booking a trip to the snow during the school holidays – the snow is coming to you! The Big Freeze will launch in July with guaranteed snow and winter fun for families with kids from tots to tweens.

The Big Freeze features a vast arena of activities spread over the Cranbourne Racecourse with a focus on kids staying active, being creative and using their imaginations. A great way to spend time on the school holidays, families can enjoy hours of fun at the festival including a snow pit, snowball toss, winter inflatable slide, snow village & forest, workshops, craft, construction play and more. Held from July 2 -10 the winter school holidays will now give Melbourne families a taste of the snow close to home.

Founder of the Festival, Anna Brown said the inspiration for the Festival “*came from having two young children and the desire for them to experience the fun of the snow without having to take them to the snow fields. A snow trip can be intimidating and expensive for parents, so The Big Freeze will give them an experience without the cost and stress.*”

Check out The Big Freeze website for details [www.thebigfreezefestival.com.au](http://www.thebigfreezefestival.com.au) or join the 10,000 strong Facebook Community at <https://www.facebook.com/TheBigFreezeAU/> The festival is expected to sell out, so don't delay in securing your tickets via the website.

The Big Freeze Winter Festival

**When:** July 2 – 10, 2016

**Where:** Cranbourne Racecourse, Grant Street Cranbourne

**Tickets:** available [www.thebigfreezefestival.com.au](http://www.thebigfreezefestival.com.au)



For further information about The Big Freeze, contact:

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