

MEDIA RELEASE

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It will be snowing in Cranbourne in 2016!

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

While it might be too late to book and save for your winter snow skiing holiday that doesn't mean the kids have to miss out on their first snow experience. The Big Freeze will launch in 2016 with guaranteed snow and ice fun for families with kids from tots to tweens.

Featuring all things snow and ice The Big Freeze Festival features a vast arena of activities spread over the Cranbourne Racecourse. For 10 days families can enjoy hours of fun at the festival including a snow pit, an ice slide and inflatable slide, workshops and craft, snow forest, superheroes and entertainment by Melbourne's very own ice princesses. Held from July 1 -10 these winter school holidays now give Melbourne families a taste of the snow just up the road.

Founder of the Festival, Anna Brown said the inspiration for the Festival *“came from having two young kids 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 we are hoping this experience will give them a taste of what good fun it can be.”*

New activities are being added in the lead-up to the Festival as more organisations and people want to be involved in this great family activity. Sign-up now for your chance to secure early bird tickets and lots of other great prizes

Check out The Big Freeze website for updates www.thebigfreezefestival.com.au or join the 10,000 strong Facebook Community:

<https://www.facebook.com/TheBigFreezeAU/>

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