

Media Release & Photo

Opportunity

20 November 2018



A Sweet Partnership

Central Geelong Marketing is pleased to announce a partnership with genU Business Enterprises to supply and pack the Magic Meter Elves lollies for Christmas 2018. To celebrate and promote this partnership a sticker on each of the lolly packets will feature *'Proudly packed by genU - Helping kick start the careers of people with a disability'*.

Each year the Magic Meter Elves spread Christmas cheer throughout Central Geelong by contributing \$1 at random to people parking in Central Geelong, providing information about the Central Geelong Christmas Trail and handing out lollies and fruit vouchers. The jingle of the team of ten elves will be heard from 1 to 24 December with 18,000 bags of lollies and 1000 fruit vouchers set to be distributed.

genU Business Enterprises provide employment for people with a disability in a supportive work environment, all while operating to the highest commercial standards.

Georgie Knight, General Manager of genU Business Enterprises says *'genU Business Enterprises welcomes the opportunity to showcase the skills of our supported employees and appreciates the support of organisations such as Central Geelong Marketing'*.

Mark Edmonds, Deputy Chair and Spokesperson for Central Geelong Marketing Committee says *'The Central Geelong Marketing Committee is thrilled to be partnering with genU Business Enterprises. This is a great opportunity to support the service while delivering the much loved Magic Meter Elf program'*.

In addition, genU Business Enterprises will prepare almost 1000 gingerbread biscuits for the much loved 'Morning Tea with Santa' events throughout December at The Carousel. The Morning Tea with Santa events are part of the Central Geelong Christmas Trail. More information about dates and booking information is available at www.centralgeelong.com.au/christmas

The Magic Meter Elves and the Central Geelong Christmas Trail are initiatives of Central Geelong Marketing. The Central Geelong Magic Meter Elves are proudly supported by the Bank of Melbourne.

Photo Opportunity

What: Magic Meter Elf with lollies and genU Business Enterprises staff
Where: genU Business Enterprises, 77-79 Douro Street, North Geelong
When: On request

ENDS

Contact:

Central Geelong Marketing

Nikki Lenaghan – Assistant Executive Officer – 5272 4769 / 0400 580 899

Jodie Reyntjes – Coordinator & Executive Officer – 5272 4841/ 0439 449 344