



MEDIA RELEASE

8/05/09

NEW LOOK FOR SA GREAT ANNUAL DINNER

SA Great has announced it will combine the 2009 SA Great Annual Dinner and South Australian of the Year Awards Ceremony into one action-packed, all South Australian evening.

With a new Operations Team in place, SA Great is planning its biggest Annual Dinner yet, with the event scheduled to take place on Friday, November 20 at the Adelaide Entertainment Centre.

As part of the new concept, SA Great will announce the South Australian of the Year and other category winners at this year's Annual Dinner.

SA Great CEO, Ms Nikki Seymour-Smith, said combining the two events will highlight the importance of recognising South Australian successes whilst still having an action packed night of entertainment for guests.

"The SA Great Annual Dinner presents a brilliant opportunity to celebrate all things South Australian, so we believe it is fitting to incorporate the South Australian of the Year Awards into this event," said Ms Seymour-Smith.

"It was a natural progression to merge the two events as the Annual Dinner is the perfect forum in which to celebrate those South Australians that are making an outstanding contribution to our State."

Last year hundreds of proud South Australians attended the Annual Dinner, with previous South Australian of the Year Award nights also attracting large audiences.

"As always the Dinner will feature some of our State's finest talent and a fantastic selection of South Australian food and beverages," said Ms Seymour-Smith.

"Both events are highly popular with South Australians, so I am confident attendees will be as excited as we are by this new initiative."

The SA Great 2009 Annual Dinner will be held on Friday November 20 at the Adelaide Entertainment Centre.

Please visit www.sagreat.com.au for updates on the event.

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