

Te Matatini Society Incorporated

**For Immediate release
16 November 2010**

2011 Te Matatini Festival attracts significant local sponsor

The Tairāwhiti Cultural Development Trust, the host committee for Te Matatini o te Ra 2011 has secured a significant sponsorship deal with a high profile local organisation from the Gisborne and East Coast community.

Eastland Community Trust (ECT) has confirmed a \$250,000 investment for the festival, the 19th biennial international Kapa Haka Festival of New Zealand.

Darrin Apanui, Executive Director of Te Matatini Society Incorporated, the national organisation for Māori performing arts excellence, has applauded the hard work of the Tairāwhiti Cultural Development Trust in building of a strong relationship with the Eastland Community Trust.

“We are very proud of how the host committee were able to work with the Eastland Community Trust to see the value of their investment. This is a world class international event and family focussed, attracting thousands of people to the region,” said Mr Apanui from Wellington, “we are expecting over 2000 performers and 10,000 people daily to Wai O Hika Estate on the outskirts of Gisborne. The local economic benefits and the international publicity will be huge.”

Selwyn Parata, Chairman of Te Matatini Society Incorporated is excited that the local Gisborne community is behind the Festival. “Our objective of the Festival, to showcase Māori performing arts excellence aligns perfectly with the Eastland Community Trust. Here is a local organisation that is passionate about the region and supports projects and activities that enhance economic growth.”

The Eastland Community Trust investment places them as the key corporate sponsor. Other strategic partners, Waikato University and Te Puia have also committed to the 2011 Festival and future Festivals. Mr Parata explains, “What we are pleased about is that organisations recognise the significance of Māori performing arts excellence and our ability to host a world-class international event.”

Earlybird tickets for the four day event from 17 – 20 February 2011 are still available at \$45 for the four days until the end of November. Children under five years are free for the whole event.

For information about purchasing tickets, visit www.ticketdirect.co.nz or ring 0800 4 TICKET. For information about Te Matatini o te Rā 2011, visit www.tematatini.co.nz.

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