



# NEW ZEALAND MAJOR EVENTS

## **\$600k investment in international choral festival**

On: 20 July 2017

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The investment will support the New Zealand Choral Federation in hosting this internationally renowned event in Auckland. It is anticipated that the event will attract over 2,500 international visitors, including around 850 of the world's best choral singers.

This investment is expected to generate a good economic return during the off-peak tourist season. The event also offers an opportunity to showcase New Zealand's own superb choirs and unique culture to an international audience.

Over the eight days of the event, 50 concerts featuring 24 of the world's top choirs will take place alongside seminars, workshops and demonstrations presented by international choral leaders – all of which will be available to the public.

Running alongside the main Symposium will be a city-wide 'festival of choral music' as well as 'The Big Sing', New Zealand's national secondary schools' choral competition. This is a fantastic opportunity for New Zealand to display its talent and enthusiasm for the arts, and for New Zealanders to experience a world-class choral event.