



# NEW ZEALAND MAJOR EVENTS

## Government Investment helps Rotorua become the home of New Zealand's first mud festival

On: 27 June 2016

**The Ministry of Business, Innovation and Employment today announced that \$1.5 million will be invested in an annual Rotorua Lakes Council mud festival through the Major Events Development Fund.**

The Ministry of Business, Innovation and Employment today announced that \$1.5 million will be invested in an annual Rotorua Lakes Council mud festival through the Major Events Development Fund. Rotorua is renowned for its spa, health and wellness offerings and this innovative, cultural event will serve as a launch pad for international promotion.

[Read more on the MBIE website](#)

