

ECHO Walking Festival 2011 www.echowalkfest.org.nz

Festival summary

26 walks with 1034 walkers registered (705 completed walks)

Over \$600 raised in walker donations

98% surveyed rated good, very good or excellent

Walks featuring **something extra** including:

- Kids' storytelling by Tommy Kapai Wilson
- Historic train ride
- Night time adventure with actors in costume



Our promotions

2,395 unique website users

15,000 brochures

Featured in: NZ Walking Magazine, North and South Magazine, Eco-events website, Eventfinder, The Living Channel, Coromandel FM, Gold FM, More FM community notices (Tauranga), NEXT magazine, Waikato Times, Bay of Plenty Times, The Weekend Sun, Sportsground website, Tangata Pasifika, Tourist Times, Community News, The Coast, Cambridge News, Piako Post, Rotorua Review, Taupo Times, Te Puke Times, Easy Mix radio

Photo competition

- The winning entry by Loretta Guthrie is shown above
- 30 photo entries will be used online and in print to promote next year's festival

Our community support

Main Sponsors: Hauraki District Council, Matamata-Piako District Council, Thames Coromandel District Council (your Eastern Waikato Road Safety councils); Western Bay of Plenty District Council and Tourism Coromandel.

Other Sponsors: Department of Conservation, Trust Waikato

Prizes were donated by the following: Department of Conservation, Eastern Waikato Road Safety, Poets Corner Lodge, Whiritoa Bach, Valley Gardens Lodge, Tangiaro Kiwi Retreat, Chartre Manor, Aroha Mountain Lodge, The Lost Spring Thermal Pools and Whiti Farm Park.

ECHO Walking Festival 2011 organised by:

