



National Pharmacies Christmas Pageant

Media Release

150 Sleeps to Go!

The countdown is on to the 2019 National Pharmacies Christmas Pageant

Today marks 150 sleeps until this year's National Pharmacies Christmas Pageant and the elves at Stardust Castle just can't wait, with preparations well underway.

Brian Gilbertson, Event Director, National Pharmacies Christmas Pageant said everyone who loves Christmas and has a passion for the event will already be making their plans for the big day.

"For those passionate National Pharmacies Christmas Pageant fans, we know they will be once again eagerly awaiting the return of our much loved South Australian event to the streets of Adelaide," said Brian Gilbertson.

"The elves are already working on some exciting new floats and we're sure that they will become crowd favourites with them being revealed in October."

With 150 sleeps to go, we are also excited to reveal the new brand identity for the first National Pharmacies Christmas Pageant.

Tony Wojciechowski, Managing Director, National Pharmacies said South Australia's National Pharmacies are extremely proud and excited about being involved with this unique South Australian event for the first time this year.

"Real anticipation is building among our staff and members here at National Pharmacies as this momentous day draws closer. We're looking forward to bringing this special Christmas event to the children and families of South Australia."

"Our partnership with the Christmas Pageant brings together two uniquely South Australian brands and it is an honour to now be a central part of helping deliver Father Christmas to Adelaide and the people of South Australia. We can't wait to see the happiness this event brings to children and families across the state," said Tony Wojciechowski.

National Pharmacies has stores across South Australia with some 750 staff, many of whom are looking forward to rehearsals and costume fittings over the coming months in preparation for the Pageant day.



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MEDIA NOTES

About National Pharmacies Christmas Pageant

The National Pharmacies Christmas Pageant began in 1933 and is regarded as one of the world's greatest parades. People of all ages gather along Adelaide's streets each November to welcome the parade. It's the traditional start to the festive season in South Australia, with more than 320,000 happy faces annually lining the 3.2-kilometre route. The National Pharmacies Christmas Pageant is owned and managed by the South Australian Tourism Commission, through its events arm Events South Australia.

About National Pharmacies

National Pharmacies has been caring for its members and the wider community since 1911. Originating in South Australia, National Pharmacies has 40 pharmacies and 21 optical stores across the state and a dozen pharmacies interstate.

A highly respected South Australian icon, National Pharmacies is a mutual society where profits made through operations are returned to members in the form of benefits. National Pharmacies prides itself on providing high quality customer service to its members and the community, and offering a wide range of products, services and advice.

The 2019 National Pharmacies Christmas Pageant will be held on Saturday 9 November 2019.

For more information, images and interviews, please contact Grays Public Relations:

Cathy McHugh
Grays PR
M: 0412 515 819
E: cathy@grayspr.com.au

Jackie Lymn
Grays PR
M: 0415 710 705
E: jackie@grayspr.com.au



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