

**FRINGE  
WORLD**



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## **INNOVATION AWARD WIN FOR GAGE ROADS AND FRINGE WORLD**

Gage Roads Brewing Co. has been awarded a 2018 State Arts and Cultural Partnership Honours in the Innovation and Entrepreneur Partnership category for a partnership with FRINGE WORLD Festival that's about giving back to the Western Australian community, helping fund the state's arts scene and delivering good times.

Both FRINGE WORLD and Gage Roads are WA success stories and hero WA brands with shared values, and the Honour celebrates the partnership between FRINGE WORLD and Gage Roads that commenced in 2016.

At the heart of the innovative partnership is Hello Sunshine, the apple cider that Gage Roads and FRINGE WORLD co-developed for the 2017 Festival. Hello Sunshine was initially conceived as a Festival-only product offering but the brand was such a success, Gage Roads commercially launched the product at Rooftop Movies in December 2017. It's since been rolled out as a permanent product offering available across Australia.

Gage Roads Head of Sales Scott Player said the company was proud that the partnership allowed for royalties from Hello Sunshine sales to be donated to the Fringe Fund, FRINGE WORLD's artist development pool and micro-philanthropy program.

"We are delighted to receive this Honour, which celebrates the good work we have already achieved together. Gage Roads has achieved great results through the partnership including increased brand awareness through the Festival's massive presence in Perth and getting our products into huge numbers of Fringe-goers hands through the Festival's broad audience reach. FRINGE WORLD and Gage Roads brands continue to grow and we're excited about the future to come!" Mr Player said.

FRINGE WORLD CEO Marcus Canning said that Gage Roads' sponsorship and support has been instrumental to the success of FRINGE WORLD over the past two years.

"FRINGE WORLD and Gage Roads share some very strong values. We love Perth. We love WA, its people and its talent. We're dedicated to making our state the best it can be and we're all about as many people as possible enjoying all that WA offers. Gage Roads are a genuine WA hero who has FRINGE WORLD's ongoing development and success at heart, they're the taste of Fringe in Perth. We toast this acknowledgement!" Mr Canning said.

The full 2019 FRINGE WORLD Festival program goes on sale on mid-November with an early release of a selection of shows available from mid-October.

**ENDS**

**FRINGE  
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