

Noosa community looks after its own



In a great demonstration of how the Noosa community supports each other, local car dealership John Madill Toyota, has partnered with local artist, Susan Schmidt to stage an art exhibition that will contribute funds to the 10 day cultural event that is the Noosa Longweekend Festival.

The exhibition will open on the eve of the launch of the new hybrid Toyota Camry, which in true Noosa 'biosphere style' boasts fuel saving technology, extraordinary efficiency, low emissions and a high degree of recyclability.

In keeping with the environmental theme Susan's artworks will be a celebration of her local environment with her bold, bright and contemporary palette replicating many of Noosa's more iconic images such as the Pandanus trees and Noosa River.

Susan's works will be available for purchase on the night and throughout the exhibition at John Madill Toyota's Noosaville gallery space. A percentage of sales will be donated to the Noosa Longweekend Festival with funds helping to boost the not-for-profit organisation's coffers as it prepares to stage the annual arts and cultural festival which will feature 130 events and be held from June 18-27, 2010.

Dealer Principal John Madill said that his company's tag line '*Looking after locals since 1935*' was not rhetoric, but real and that the company supported hundreds of events and charities as part of their ongoing business.

"Madill Motor Group is a community driven business. We are delighted to be launching the new Toyota Camry and, at the same time, supporting local artists and community events such as the Noosa Longweekend Festival," he said.

Noosa Longweekend Festival General Manager, Ian Mackellar said that he was honoured to be associated with "Noosa icons" such as John Madill and Susan Schmidt.

"Like the Noosa Longweekend Festival, the Madill family and Susan are Noosa icons. We are so grateful for John Madill Toyota's support for the festival this year which is shaping up to be our most exciting and entertaining ever," Ian said.

Where: John Madill Toyota, 2 Lionel Donovan Drive, Noosaville

When: Opening night, 25 February 2010 from 6:30pm

RSVP: Mandatory for admission. Jessica at John Madill Toyota (07) 5470 0706 or info@madill.com.au

To receive information about the Noosa Longweekend log on to www.noosalongweekend.com

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For more information, interviews with Noosa Longweekend Festival staff or artists or images:

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