



Shingleback Wine is thrilled to be one of the few Australian Wine Companies chosen to be featured at G'Day USA events in Los Angeles & Boston in January 2011!!

What is G'Day USA all about??

G'Day USA is an annual program designed to showcase Australian business capabilities in the US and present it as a modern, sophisticated society.

G'DAY USA: Australia Week has quickly expanded to become a bi-coastal celebration with top Australian celebrities, filmmakers, chefs and politicians taking part. *Australia Week is now arguably the largest single foreign country promotion held annually in the United States, showcasing all things Australian.*

www.australia-week.com

EVENT FACTS

- Media reach – over 100 million annually
- Media value – USD \$10 million per year
- 12,000 + event attendees
- 200+ Australian companies showcased each year
- 450+ US companies participating each year
- 35 event partners in 2010 including the Australian Government, Australian State Governments, business, academia, and media organisations

Featured Events:

LA Black Tie Gala: This is the most anticipated annual Australian Event in the US held at the Hollywood Palladium. Celebrities including Hugh Jackman, Olivia Newton-John, Keith Urban, Nicole Kidman & Cameron Diaz have attended this event in the past. Shingleback Chardonnay & Shiraz will be poured at this event.

Boston Black Tie Dinner: This event is held on Australia Day and Shingleback is the only wine served at this dinner!

Other Participating Events:

LA Premium Wine Dinner

Palm Springs Film Festival

LA Sustainable Cities Event

LA Water Conference

*Events also take place in San Diego, San Francisco, Sacramento, Denver, Dallas, Houston, New York and Washington DC

STRENGTHENING THE RELATIONSHIP BETWEEN AUSTRALIA AND THE UNITED STATES
IN BUSINESS, INNOVATION AND CULTURE.



**WELCOME TO
G'DAY USA AUSTRALIA WEEK**
JANUARY 15-29, 2011