



# MEDIA RELEASE

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## Take home the Pageant magic on DVD TODAY

The official **2010 Credit Union Christmas Pageant** DVD goes on sale today, celebrating 'together we can make magic', the theme of this year's event.

The DVD features the entire Channel 9 telecast of the 2010 Credit Union Christmas Pageant. Relive all the magic of the Pageant including the six new floats that debuted this year: Trumpeting in 2010, Christmas Jazz in the Park, Mother Goose's Christmas Table, Christmas Around the World, Christmas Beats and Possum Magic.

Credit Union Christmas Pageant, Event Manager, Brian Gilbertson says the DVD captures another year of Pageant memories and makes the ideal Christmas gift for family and friends here or interstate and overseas.

"We are always looking at ways to improve the DVD each year and this year is no exception. The 2010 DVD will see the introduction of chapters for ease of menu selection and an extended feature on the Magic Cave," says Brian Gilbertson.

Credit Union Pageant Company Chair, Peter Evers, is once again thrilled that the partnership with Channel 9 Telethon is continuing.

"As the credit unions celebrate a 15 year association with the event, the DVD and partnership with Channel 9 Telethon is just another way we give back to the community 365 days of the year, ," says Peter Evers.

The 2010 Credit Union Christmas Pageant DVD can be purchased from any Savings & Loans, Australian Central, Community CPS Australia, Credit Union SA or Police Credit Union branch. It can also be bought online at [www.telethon.com.au](http://www.telethon.com.au) or by calling Channel 9 Telethon on 8267 0206.

The DVD costs \$25 plus \$5 for postage and handling. Proceeds from the sale of the DVDs will benefit Channel 9 Telethon and the Credit Union Christmas Pageant.

Channel 9 Telethon is the Community Services division of Channel 9 Adelaide. Providing media sponsorship with more than \$1 million in Channel 9 airtime each year, Channel 9 Telethon is dedicated to supporting South Australian charities by promoting their work and offering a range of managed fundraising projects and events.

The Credit Union Christmas Pageant is owned and managed by the South Australian Tourism Commission on behalf of the South Australian Government and sponsored by five leading credit unions in South Australia - Savings & Loans, Australian Central, Community CPS Australia, Credit Union SA and Police Credit Union.

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