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MEDIA RELEASE

8 November 2010

New Technology takes Pageant to a new era **Download the CU Pageant phone app NOW**

The Credit Union Pageant Company is urging all Pageant goers this year to embrace the digital age and maximise their Pageant experience with the official CU Pageant phone app available for download today.

Jodie McDonald, Manager, Credit Union Pageant Company sees the adopting of new technologies by the Credit Union Christmas Pageant as a natural progression for the credit unions.

“Mobile technology is a huge part of all of our lives and what better way to utilise it than on Pageant day,” said Jodie McDonald.

“We are hoping that news of the phone app available FREE on iTunes will spread rapidly, as complete strangers sitting side by side on the streets of Adelaide waiting for Father Christmas will see someone checking all of the event details in the palm of their hand at the touch of a button and want a piece of that action too. It has everything from the route map to the Pageant Story and fun facts.”

Peter O’Neill, CEO, 2moro mobile and developer of the CU Pageant phone app says the synergy with the Credit Union Christmas Pageant and this type of technology go hand in hand as kids become more savvy with mobile technology, everyone wants more information quickly and the need to eliminate lots of printed paper materials at events increases.

“This phone app is not just for parents but their kids too. As a parent myself of two young girls, I know that they will be suitably impressed by Dad if he can download all of the Pageant information on the day as we wait for the parade to pass,” says Peter O’Neill.

2moro mobile are pioneers in this form of technology for major events using the same system for the Credit Union Christmas Pageant as events like Parklife, WOMADelaide as well as the Adelaide and Sydney Fringe Festivals.

“The opportunity to work with the Credit Union Pageant Company to create this event first was fantastic. This year’s app is only the foundation for us to build on and further improve what the app offers for future Pageants. Watch this space!”

In addition to the new CU Pageant phone app a partnership with the University of South Australia multimedia faculty will see a series of online games developed by students be published online at www.cupageant.com.au

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“For the second year running we have invited students from UniSA to design and build a fun kid’s game to go on the Pageant website,” said Jodie McDonald.

“It is a great initiative giving students the opportunity to work on a ‘real life’ project from start to finish. All of the students involved are extremely talented and show such passion for the Pageant, making this an exceptionally worthwhile exercise with the bonus of having some fun games for kids as the major outcome.”

The games will be uploaded by 8 November 2010 ready to be given a workout by kids visiting our website. Visitors to the site can also send their Christmas wish list direct to Father Christmas.

The Credit Union Pageant Company was formed in 1996 by leading South Australian credit unions - Savings & Loans, Australian Central, Community CPS Australia, Credit Union SA and Police, to leverage their naming rights sponsorship of the Credit Union Christmas Pageant.

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.

**For further media information or to request an interview please contact:
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