



All hail the 2010 Credit Union Christmas Pageant Queen and King

In true fairytale style, a one-time Jolly Swagman and a Little Pig have gone from rags to riches to take out this year's coveted **Credit Union Christmas Pageant** Queen and King positions. Savings & Loans' Katelyn Schulte and Community CPS Australia's Luke Carlino are celebrating their new royal roles and looking forward to the whirlwind of magical activity spanning the next four months leading up to Pageant Day on November 13.

Selecting the Pageant Queen has been an annual tradition since 1939; however choosing a Pageant King is a new element that was introduced for the first time last year. Chosen by the public and a panel of judges, the Pageant Queen and King have the most important roles in the event, aside from Father Christmas.

Pageant King Luke, 26, said he is looking forward to following in the footsteps of last year's inaugural King, but would make a special mark of his own.

"Past Pageant King Matt laid the foundations for a pretty special role, so I'm really looking forward to bringing some of my own energy and humour to not only the role but also to the event itself," King Luke said.

"This year's Credit Union Christmas Pageant theme is 'together we can make magic happen', so I'm looking forward to spreading the magic of the Credit Union Christmas Pageant to children throughout South Australia in the lead up to Pageant Day," he said.

This year's Credit Union Christmas Pageant Queen, 21 year-old Katelyn said she was honoured to get out amongst the community and bring some of the Pageant cheer to the young and old alike.

"The Credit Union Christmas Pageant is truly unique as some 1000 staff from the five sponsoring credit unions unite to stage this iconic South Australian community event. I'm thrilled to be playing such a big part with King Luke by my side," Queen Katelyn said.

"We're both so excited about touring regional SA schools, libraries and special needs centres to bring the laughter, fun and Pageant magic, especially to those that may not be able to make it on the day," she said.

Credit Union Christmas Pageant Company Chair, Peter Evers, announced Katelyn and Luke as the 2010 Credit Union Christmas Pageant Queen and King at a public ceremony under the Rundle Mall Gawler Place Canopy on Thursday, 8 July.

"The five sponsoring credit unions are delighted to announce the 2010 Pageant Queen and King and are wholeheartedly committed to continuing the annual Royal Family tradition in the years to come," Peter said.

"The Pageant Royal Family is pivotal in ensuring the Pageant provides a warm, fun and lasting memory to South Australians and visitors to the state. It's an event tradition spanning almost 80 years and one which the credit unions are delighted to play such a major part in it," he said.

Credit Union Christmas Pageant Event Director, Brian Gilbertson said developing the Credit Union Christmas Pageant but staying true to tradition was just one of the ways that the event continues to appeal to all generations.

"Last year was the inaugural year of the Pageant King and once again we're very happy to again celebrate the modern-day Pageant Royal Family with a Queen and King. Each year we unveil new and exciting aspects and while there are many great surprises ahead, we're very proud today to honour the Credit Union Christmas Pageant Queen and King."

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, Police and Credit Union SA.

Interview opportunities are available, on request, with the 2010 Credit Union Christmas Pageant Queen, King and Royal Family as well as the Credit Union Christmas Pageant Event Director.

For further media information or to request an interview please contact
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