

MEDIA RELEASE

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Perth finance company Diversifi supports WA's spectacular 21st anniversary *Oz Concert 2009*

The Australia Day *Oz Concert* is one of Western Australia's premier cultural celebrations and the 21st anniversary extravaganza at 8pm on Sunday January 25, 2009 will feature hundreds of talented performers who will present a professional, entertaining and inspiring two hour long concert on a large stage set in the magnificent gardens of Government House.

The commitment and generous support of public and private sector sponsors enables the voluntary Oz Concert committee to present the free community event each year and the committee is delighted to welcome Perth based finance company Diversifi Pty Ltd as a valued partner in presenting *Oz Concert 2009*.

Formerly operating as a Choice Home Loans agency, Diversifi Pty Ltd was established by directors Tracey Gilbert, Rose De Rossi and Julie Ryburn to provide true customer service by offering a diverse range of products and services in their specialised field of residential and commercial loans as well as a host of allied services to assist clients in every way possible.

According to director Tracey Gilbert, Diversifi is very proud to support Western Australia's Oz Concert and the sponsorship will compliment the company's commitment to developing a high quality community service network as an integral part of its range of services.

"Diversifi is much more than a finance company because we also offer access to services like insurance, removalists, security, cleaners and contractors and sponsoring a significant and memorable Western Australian community event is a very good fit with our long term company objectives," Tracey said.

"We are very excited to be part of *Oz Concert 2009* and the team at Diversifi is really looking forward to participating in many other community events over the coming months and supporting Celebrate WA and its community initiatives for many years to come."

The theme for *Oz Concert 2009* is *celebrating 21 years of harmony* and the event will showcase Australia's rich and diverse history and culture with an amazing two hour long concert featuring traditional and contemporary music, song and dance.

The gates at Government House will open at 6pm on Sunday January 25, 2009 and the concert will run from 8pm until 10pm. More than 6,000 free tickets have been distributed across the State and as people arrive at the venue they will receive a commemorative Australian flag and a 21st anniversary program. Pre concert entertainment will commence at 6.30pm and people are invited to bring a blanket, low chairs and a picnic.

Groups, families and individuals all over the world will see *Oz Concert 2009* when the event is telecast live on the Internet by Highway 1. SBS TV will telecast *Oz Concert 2008* on Australia Day 2009 and *Oz Concert 2009* on two occasions during 2009 and for the first time the event will be telecast on Aurora Community Television following Australia Day.

Oz Concert 2009 is supported by Lotterywest, the Department for Communities Office of Multicultural Interests, The Governor's Establishment, City of Perth, Diversifi Pty Ltd, Highway 1, The West Australian, Channel 7, GWN, SBS TV, Red Dot Stores, Bell-Vista Fruit & Vegetable Co Pty Ltd and Del Basso Smallgoods Pty Ltd. The event is presented by Celebrate WA with the support of the Government of Western Australia, Hawaiian, GCS, AHG and H2dthat. Media contact: Linda Bolton 9481 5091 mobile 0402 813 837.

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