



19 December 2011

# PRESS RELEASE

## BETTA & BCC TEAM WITH PAKO FESTA TO BRING THE BIGGEST & BEST 30<sup>TH</sup> BIRTHDAY PARTY TO GEELONG

Diversitat is excited to announce a new partnership between BCC Computers and Betta Geelong West. BCC Computers and Betta Geelong West have not only committed to support Pako Festa as the naming rights sponsor but they have also committed to supporting our 42 affiliated communities.

Diversitat is pleased and excited about working with BCC & Betta; in particular we have an important long term relationship with Matthew Sun from the Local BCC & Betta Geelong West Store. Matthew has not only been the president of the Geelong Chinese Association he has also been a past member of Diversitat Executive Committee and these links have assisted in developing an important partnership over the last 10 years. Diversitat is delighted to be working with a local company that understands our philosophy and mission and together we hope to continue to assist communities to reach their full potential.

Mathew Sun from BCC & Betta said;

*"We are very proud and excited to be part of the 30th anniversary of Pako Festa 2012. I have been very fortunate since arriving in Australia in 1989 and moving to Geelong 3 years later in 1992 to have the support of Diverstat in enabling me to feel part of this community and grow my business opportunities in Geelong with BCC computers and the local Betta store in Geelong West." ...*

*"My family is involved in the local Chinese community with my wife Min Yuan currently president of the Chinese Association. We understand the importance of the role Diversitat within the community and are pleased we are in a position to give something back by becoming Major sponsor of the 2012 Pako Festa. We invite you all to enjoy Pako Festa 2012 and become involved within your community in the unique opportunities this can bring for you and your family."*

**Pako Festa will be held on Saturday 25<sup>th</sup> February 2012, Pakington Street Geelong West.**

---

<b>Release from:</b>	Renee Work Communications Coordinator, Diversitat Ph: 5225 5512 Mob: 0419 518 737
<b>Date:</b>	19 December 2011
<b>For release:</b>	Immediately
<b>For comments:</b>	Luisa La Fornara, Festival Director, 5221 6044