



MEDIA RELEASE: 12 October 2011

THE BELL TOWER ANNOUNCED AS FINALIST FOR THE 2011 WA TOURISM AWARDS

Last night The Bell Tower, Home of the Swan Bells was announced as a Major Tourist Attraction finalist of the 2011 WA Tourism Awards.

In appreciation of our nomination, we would like to acknowledge the State Government's support for The Bell Tower and other government funded tourist attractions, in particular, those who have made it through to the finals. These include some of Perth's best known tourism venues: Perth Zoo, Rottnest Island and Whiteman Park.

We, the Swan Bells Foundation Inc, a privately incorporated body and operators of the Tower, also acknowledge our staff and the volunteers for their part in achieving our nomination as a finalist. The Foundation has a long term association with the Government who created the original funding model for the world's largest musical instrument.

Unlike other government owned tourist attractions, The Bell Tower's funding model is unique. Whilst other major attractions receive their government funding allocations in the form of a grant, the Tower's State Government funding is provided only to assist with operating deficit.

The Foundation is very proud that, by working within this model, it has achieved one of the lowest funded costs per visitor ratios of Government owned attractions in WA.

We applaud the Government's ongoing support for all of its Western Australian attractions that enable the people of the state and tourists to enjoy museums, art galleries, theatre, music, zoos, heritage locations and a myriad of events.

Congratulations once again to all finalist in the 2011 WA Tourism Awards.

The Bell Tower is located in Perth's Barrack Square overlooking the picturesque Swan River and is open from 10am every day. The Bell Tower – Home of the Swan Bells, Perth.

**For more information visit www.thebelltower.com.au
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