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MEDIA RELEASE

HBS Bank to be principle sponsor of Christmas at the Park.

HBS Bank is pleased to announce they will again be the major sponsor of this year's Christmas at the Park.

HBS Bank manager Blair Cross said the event was a great community occasion.

"We're absolutely thrilled to be the principle sponsor of this year's HBS Bank Christmas at the Park for the second year in a row. It's a great event which showcases the essence of HBS Bank; supporting local people and their community."

Visitor numbers to the event, which is in its 11th year, are set to match last year's 25,000 people turnout.

"With so many people expected to come along, the HBS Bank Christmas at the Park really is one of the biggest, annual, free events in the Hawke's Bay and is set to be a great night out.

Donations collected from HBS Bank Christmas at the Park will be distributed back into the community.

Half of the donations are also used by the Kaisen Charitable Trust to help fund the \$80,000 event.

"This year's event will be supporting the local surf lifesaving club's which do an amazing job of keeping us all safe in the water," Mr Cross said.

HBS Bank Christmas at the Park manager David Trim said the support from HBS Bank had been invaluable.

"The ethos of the Kaisen Charitable Trust, who organises HBS Bank Christmas at the Park, is to preserve a real community feel around the event. This is why we don't charge an entry fee. Blair and the team at HBS Bank have a similar culture as they're customer owned and try to do as much as they can in the Hawke's Bay community so it's a perfect partnership."

HBS Bank Christmas at the Park will be held at Anderson Park on 10 December with gates opening at 4:30pm.

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