



25 February 2020

Port Phillip brings bushfire Comeback to Fitzroy Street

Port Phillip Council is proud to support bushfire recovery efforts by bringing affected businesses from High Country and Gippsland to Fitzroy Street, St Kilda for two exciting months of food, drink and retail pop-ups from 29 February to 26 April 2020.

Off the back of the successful *High Country Comeback* held in Port Melbourne on 2 February, a longer residency will be installed at the *St. Hotel* and site of the former *The Block* pop-up shop, *The Thomas*, with more than 100 businesses participating.

Mayor Bernadene Voss said the *High Country and Gippsland Comeback – Fitzroy Street* was a way for Melbournians to support the fire-ravaged regions of Northeast Victoria and Eastern Gippsland efforts in one of Port Phillip's premier dining and retail locations.

"St Kilda has a proud history of hosting our friends from country Victoria and we are pleased to support small businesses as they face the challenge of rebuilding after the devastating fires. I encourage everyone to get down to Fitzroy Street and sample the wonderful artisanal produce, such as wines and cheeses, on offer from regional Victorian producers," Cr Voss said.

"Our friends from the bush will need our support long after the pop-up ends, so why not book a weekend away – even a short stay goes a long way!"

Victoria Tourism Industry Council Chief Executive Felicia Mariani said initiatives like *High Country and Gippsland Comeback – Fitzroy Street* generate much-needed immediate cashflow for regional producers.

"With the help of City of Port Phillip and landlords of Fitzroy Street, St Kilda, we're bringing the bush to the city... so if you want to help these communities get back on their feet, come down and visit them on Fitzroy Street and fill your #emptyesky!" Ms Mariani said.

The *High Country and Gippsland Comeback – Fitzroy Street* is supported by the Victorian Government, and made possible by the generosity of landlords, donations from businesses including Optus, Origin, Bliss Search, Highlight, Accommodation Association, Exhibition Equipment Hire, Officeworks Instant Retail and Linfox, and in-kind support from Council.

***High Country and Gippsland Comeback – Fitzroy Street* will be open Saturdays and Sundays from 10 am to 5 pm at *St. Hotel*, 54 Fitzroy Street and *The Thomas*, 107 Fitzroy Street St Kilda.**