

Media Release

IMMEDIATE RELEASE
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ACH Group partners with Adelaide Fringe

ACH Group is excited to continue its partnership with the Adelaide Fringe Festival for 2019.

The partnership strongly aligns with ACH Group's values in connecting people to a creative community-driven festival, and celebrating uniqueness.

ACH Group Acting Chief Executive Officer Trudy Sutton said ACH Group was pleased to again partner with such an important South Australian event. "We believe this ongoing partnership builds on our philosophy of creating possibilities for an inclusive and vibrant ageing community."

As part of the partnership, ACH Group is offering entertainment packages for people keen to explore the Fringe via its Social Links Fringe Guide.

"This is a great way to soak up the festival atmosphere and watch some of the local and international acts," Ms Sutton said. "We encourage you to get together with friends and family to enjoy all the Fringe has to offer."

Fringe Festival Director and Chief Executive Heather Croall said: "Adelaide Fringe is proud to partner with an organisation that truly believes in the importance of living a good life, being part of a community and keeping people connected across all stages of life".

ACH Group's Sing for Joy choir will again be performing at Adelaide Fringe after its sell-out show in 2017. Their new show *Broadway - up in lights* will debut on Saturday 23 February at the Adelaide Festival Centre.

"Adelaide Fringe Festival is a wonderful way for the ACH Group community to be involved as performers or audience members, across a range of fun events, and promotes social connection."

ACH Group encourages customers to engage in the wider community and events through its Social Links program in a bid to keep customers connected to their wider community. The program offers opportunities to meet like-minded people, attend events or learn new skills in a fun way such as being a part of a choir.

The Adelaide Fringe Festival runs from 15 February 2019 to 17 March. The full program is now available online. To search the event program visit the [Adelaide Fringe website](#).

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About ACH Group

ACH Group is a not-for-profit aged care organisation that has been offering services to support good lives for older people in South Australia since 1952. As well as accommodation options across Adelaide, the Fleurieu Peninsula and East Melbourne, the group offers a range of health, wellbeing, respite and support services, help at home and social activities. Our 1700 specialist staff and hundreds of volunteers share the belief that older people should be valued and respected, connected to their communities and in control of their lives.

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