

MEDIA RELEASE



Subject: **Murray Bridge Christmas Pageant Returns for 2026**

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The Rural City of Murray Bridge is excited to announce that the Murray Bridge Christmas Pageant will return on Saturday, 21 November 2026, bringing the community together to celebrate the festive season.

In an exciting new chapter for the much-loved community event, this year's pageant will be led by local community organisations through the Murray Bridge Combined Service Clubs (MBCSC), with Council partnering to support delivery of the event.

The Murray Bridge Christmas Pageant has long been a highlight of the local events calendar, attracting families, community groups, businesses and visitors to celebrate the start of the Christmas season.

"We love our local community events here in Murray Bridge and the Christmas Pageant is one of our favourites on the calendar," Mayor Thorley said.

"This year, we are excited to work with the passionate local volunteers from the Murray Bridge Combined Service Clubs, who have a strong track record of delivering charitable events throughout the region.

"Over the next two months, our team will be supporting these volunteers to bring it to life."

Mayor Thorley also wanted to acknowledge the great work of Business Murray Bridge, which have delivered the event in recent years.

This year marks the first time that the Murray Bridge Combined Service Clubs will take the lead role in coordinating the event, showcasing the strength of local service organisations and their ongoing commitment to supporting the community.

Council will partner with the Clubs (including Murray Bridge City Lions, Rotary Club of Moblong, Inner Wheel Club of Moblong, Rotary Club of Murray Bridge, Lions Club of Murray Bridge and Kiwanis Club of Murray Bridge) to help deliver the pageant, ensuring this much-loved tradition continues to provide an opportunity for community

connection and local pride this festive season. Leading this work will be Murray Bridge Combined Service Clubs Event Coordinator Stephen Walker.

"Our service club members are looking forward to leading the pageant in 2026. It fits with who we are and our community-focussed values," Mr Walker said.

"We know we have a strong and connected community here in the Murraylands, so providing more opportunities to bring them together at free events, is important to us.

"The pageant is for families, and there's nothing we love more than seeing the smiles on the faces of kids at this time of the year. This is simply another way we can make this happen.

"Thank you to the Council for giving us this opportunity and support, and we can't wait to see everyone get involved with their floats, fun and festive spirit."

The pageant will continue along its traditional route, starting on Bridge Street before making its way to Sturt Reserve, where the community can continue to enjoy the festive atmosphere.

Planning is now underway, with organisers set to call for registrations in the coming days. Local businesses, schools, community groups, organisations and individuals are encouraged to start considering how they might like to participate, whether by entering a float, providing entertainment or contributing to the event in other ways.

Organisers will also be seeking sponsors for the pageant and invite interested businesses and organisations to express their interest in supporting this important community event.

Further details, including registration information, sponsorship opportunities and event updates, will be released in the lead up to the event.

Community members are encouraged to save the date and follow Council's website, local media and social media channels for further announcements.

For more information on event sponsorship, contact Council on 08 8539 1100 or events@murraybridge.sa.gov.au

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