

Media Release

– For Immediate Release –



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Media Release - Snow Fest 2025 Transforms Springvale into a Winter Wonderland

Springvale transformed into a winter wonderland on Sunday as more than 20,000 attendees flocked to enjoy the highly anticipated Snow Fest 2025.

The annual celebration brought the community together for a day of frosty fun, food and family-friendly entertainment.

The event featured a wide range of activities and attendees embraced the winter spirit in the OPTUS snow play areas, sculpting snowmen and enjoying hands-on snowy excitement in a truly magical setting.

Visitors enjoyed snapping photos in the themed photobooth, crafting snow-themed keepsakes, and indulging in delicious offerings from Springvale's famous food trucks.

Local community organisations were on hand to connect with attendees, while a variety of amusement rides added thrills to the day.

Greater Dandenong Deputy Mayor, Councillor Sophie Tan said Snow Fest was a great opportunity for the community to come together.

"Snow Fest is a celebration of community spirit. It's incredible to see so many families and friends come together to enjoy the magic of winter right here in Springvale" said Cr Tan.

"The success of Snow Fest 2025 reinforces Springvale's reputation as a vibrant and inclusive community hub."

MEDIA CONTACT – Fiona Garlick – 0491 897 966