



**CHAPEL STREET PRECINCT LAUNCHES THE CHAPEL CHAMPION AWARDS 2022
SHOWERING THE PRECINCT IN LOCAL LOVE | VOTE NOW**

**HEAPING PRAISE ON THOSE THAT HAVE RESILIENTLY ENDURED - THE POWER TO CROWN OUR LOCAL
LEGENDS IS IN YOUR HANDS**

Australia's largest retail, hospitality and lifestyle precinct, Chapel Street, will shine a much deserved spotlight on its world-class businesses by once again holding its coveted Chapel Champion Awards.

Following a pandemic induced hiatus in 2020 and 2021, the public voted and loved Chapel Champion Awards competition is back to give praise to those local businesses who have resiliently endured the pandemic and to unearth hidden gems and new businesses within Melbourne's most famous street, taking in the neighbourhoods of South Yarra, Windsor and Prahran.

"Our iconic metropolitan precinct is a veritable smorgasbord of vibrant indulgences, which is what makes it so hard to declare the cream of our Chapel Street crop! But we're going to do it anyway, because you deserve to know who's raising the bar for food, booze, fashion, beauty and more in Melbourne's most beloved precinct," said Chapel Street Precinct General Manager, Ms Chrissie Maus.

"And who better to vote the crown jewels of our cultural scene than the very people who enjoy it most – you. What better way to hero the best of our new and long standing much-loved businesses," said Maus.

Melburnians will have the opportunity to vote across 16 prestigious categories, including their favourite cafes, bars, restaurants, hidden gems and more.

The categories include; Hair & Beauty, Stay, Cafe, Restaurant, Business Service, Entertainment Venue, Bar, Retail, Art, Gyms & Fitness, Health & Wellness, Fashion, Hidden Gems, Customer Service, Sweet Treats, and Soul of Chapel.

The competition will be divided into two distinct phases.

- 1. The public voting in the nomination period**
 - a. opens at 12noon on Monday 14 March
 - b. closes at 12noon on Monday 18 April
- 2. The public voting of the finalists in each category**
 - a. opens 25 April
 - b. winners announced week commencing 16 May

"I'm most excited by the new 'Soul of Chapel' category where any business that has been in the Chapel Street Precinct for over a decade can be voted for," said Chapel Street Precinct President, Mr Justin O'Donnell. "These businesses are the heart and soul and reason why our precinct is the best place in Australia to live, work and play."

"My favourite is also a new one for 2022, the 'Sweet Treats' category - heavenly businesses selling sugary delights. This could be anything from your fave gelato, to your fave fluffiest doughnut joint. A business that



serves an unforgettable cinnamon scroll, or a perfect tantalising tart. You get the gist. Anything damn delicious!” said Ms Maus.

A grand prize of a \$6,000 cash and marketing package will be awarded to each winner of the 16 categories. Even voters will be in with a chance to win Chapel cash.

“Although Chapel Street is a world-known iconic precinct, there are still so many new businesses and hidden gems longing to be discovered, shared, and loved. Now more than ever is it time to pour love into the local businesses that you are so happy made it through by casting your votes for your favourites and encouraging your friends and family to do the same,” concluded Mr O’Donnell.

VOTE NOW | For more info: chapelstreet.com.au/chapel-champion

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