



Wonderland ON THE MURRAY

Sand Sculpture Trail coming to Echuca Moama this Summer

Step into a world of imagination with Wonderland on the Murray – a free, family-friendly sand sculpture trail reimagining Lewis Carroll's classic tale.

Created by Sandstorm Events, the trail features eight large-scale installations across Echuca Moama. Follow Alice from the River Boat Dock, through the Port and Aquatic Reserve, to a magical finale at the Moama Soundshell.

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Free Entry
Suitable for all ages
Scheduled for 12
weeks, December
to March



An invitation to all
local businesses and community groups

Join the magic!

This summer, as visitors follow the Alice in Wonderland Sand Sculpture Trail through Echuca Moama, we're inviting local businesses and community groups to join the adventure and help bring the story to life.

Get involved with themed displays, in-store specials or creative offers – big or small, every idea adds to the fun.

Complete the form on the QR to register
your organisation's Wonderland-themed
offer or experience!



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Tumble Down the Rabbit Hole



Bring Wonderland to Life on the Murray!

Wonderland on the Murray is more than a celebration — it's an invitation to transform your business into a magical portal to Lewis Carroll's enchanted world. Inspired by the whimsical pages of Alice's Adventures in Wonderland, Disney's beloved 1951 animation, and Tim Burton's delightfully dark reimagining, we're calling on local businesses to create their own slice of Wonderland.

Think "Drink Me" cocktails, Mad Hatter tea parties, Queen of Hearts desserts, or White Rabbit flash sales. Whether you're a café, boutique, or bar, now is your moment to craft an experience that leaves visitors grinning like the Cheshire Cat.

The more imaginative, the better — because in Wonderland, normal is nonsense.

Decorate your storefront, theme your menu, or host a curious event — and together we'll turn the Murray into a magical wonderland that locals and visitors alike will never forget.



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Wonder is good for business — and this is your chance to be part of the story.

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