



## Wear Orange Wednesday 2025: Banner, digital billboard, and light-up locations

On 21 May 2025, we'll be celebrating Wear Orange Wednesday (WOW Day) to say thanks to our incredible SES volunteers – and we're turning the town orange!

This year is a particularly special WOW Day on the back of celebrating 50 years of VICSES in March. That's 50 years of VICSES volunteers providing integral, life-saving emergency response for floods, storms, rescues and more.

All WOW Day banners and signs are kindly funded by our partner AAMI.

View the list of [WOW Day 2025 banner, digital billboard, and light-up locations](#) below:

Location	Description	Dates*
Bairnsdale – Main Street (rotunda and opposite Coles)	WOW Banner/Signage	14 May to 28 May 2025
Ballarat CBD – Corner Mair Street and Humffray Street N	WOW Digital Billboard	12 May to 25 May 2025
Bendigo – Hargreaves Mall	WOW Digital Signage	14 May to 28 May 2025
Bendigo – View Street (between Barnard Street & Rowan Street)	WOW Banner/Signage	7 May to 4 June 2025
Broadford – High Street (NE opposite Commercial Park)	WOW Banner/Signage	14 May to 28 May 2025
Broadford – High Street (SW opposite Railway Station)	WOW Banner/Signage	14 May to 28 May 2025
Corio – Bacchus Marsh Road	WOW Banner/Signage	12 May to 25 May 2025
Corio – Princes Highway (inbound)	WOW Banner/Signage	12 May to 25 May 2025
Echuca – 456 High Street	WOW Digital Billboard	12 May to 25 May 2025
Echuca – Echuca Service Centre (69 Heygarth Street)	WOW light up landmark – illuminated by orange lights	19 May to 22 May 2025

Echuca – Echuca Police Station (143 Anstruther Street)	WOW light up landmark – illuminated by orange lights	19 May to 22 May 2025
Grovedale – Surf Coast Highway	WOW Banner/Signage	12 May to 25 May 2025
Healesville – Maroondah Highway (opposite corner Airlie Road)	WOW Banner/Signage	13 May to 26 May 2025
Healesville – Maroondah Highway (opposite Badgers Brook Winery)	WOW Banner/Signage	13 May to 26 May 2025
Kilmore – Northern Highway (northbound near Mill Road)	WOW Banner/Signage	14 May to 28 May 2025
Kilmore – Northern Highway (southbound opposite the Industrial Estate)	WOW Banner/Signage	14 May to 28 May 2025
Lilydale – Swansea Road (100m before entrance to Lilydale Lake)	WOW Banner/Signage	13 May to 26 May 2025
Lilydale – Warburton Highway (600m from Maroondah Highway intersection)	WOW Banner/Signage	13 May to 26 May 2025
Melbourne – AAMI Park (Olympic Boulevard)	WOW light up landmark – illuminated by orange lights	21 May 2025
Melbourne – Crown Resorts Foundation (Kingsway, Southbank)	WOW Digital Billboard	14 May to 28 May 2025
Mildura – 844 Fifteenth Street	WOW Digital Billboard	12 May to 25 May 2025
Narre Warren – Bunjil Place (2 Patrick NE Drive)	WOW Digital Signage	14 May to 28 May 2025
Newtown – Shannon Avenue	WOW Banner/Signage	12 May to 25 May 2025
Seymour – Goulburn Valley Highway (near corner of Hume and Hovell Road)	WOW Banner/Signage	14 May to 28 May 2025
Shepparton – Fryers Street	WOW Digital Billboard	12 May to 25 May 2025

Spotswood – Grazeland Melbourne (20 Booker Street)	WOW Digital Signage	1 May to 28 May 2025
Spotswood – Scienceworks (2 Booker Street)	WOW Digital Signage	1 May to 28 May 2025
Traralgon – Victory Park (Princes Highway)	WOW Banner/Signage	8 May to 28 May 2025
Wallan – High Street	WOW Banner/Signage	14 May to 28 May 2025
Wandong – Epping Kilmore Road	WOW Banner/Signage	14 May to 28 May 2025
Wangaratta – Meldrum Street	WOW Banner/Signage	15 May to 28 May 2025
Wangaratta – Parfitt Road	WOW Banner/Signage	15 May to 28 May 2025
Wangaratta – Rowan Street Underpass	WOW Banner/Signage	15 May to 28 May 2025
Wangaratta – Tone Road	WOW Banner/Signage	15 May to 28 May 2025
Williamstown – Williamstown Town Hall (104 Ferguson Street)	WOW Digital Signage	1 May to 28 May 2025
Wodonga – ANZAC Parade/Pearce Street	WOW Banner/Signage	13 May to 26 May 2025
Wodonga – Melbourne Road (Melrose Drive roundabout)	WOW Banner/Signage	13 May to 26 May 2025

\*Locations and corresponding dates listed for the event banners and digital billboards were accurate at the time of publishing. However, they are subject to change without prior notice.