

MEDIA RELEASE

Wednesday 4 February 2009

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TTNQ'S 6000KM ROADSHOW

PHOTO/ MEDIA OPPORTUNITY

DATE: Thursday 5 February 2009

TIME: 11.20am Performance by TNQ mascots
12.15pm WhatisTNQ? Roadshow Cavalcade

PLACE: The Pier Marketplace

SUBJECT: The WhatisTNQ? Roadshow and its iconic mascots
farewelled

COLOURFUL CHARACTERS PROMOTE TNQ

Rufus the Rainforest Rapper and Barron von Crocodile are among the colourful characters heading south tomorrow (Thursday February 5) to promote holidays in Tropical North Queensland.

The iconic mascots are part of the WhatisTNQ? Roadshow travelling 6000km from Cairns to Melbourne and visiting 30 towns and cities in 18 days.

A noisy cavalcade of tourism operator vehicles and a police escort will send the Roadshow crew on their journey from The Pier Marketplace at 12.15pm on Thursday February 5.

The mascots are a troupe of professional actors and singers dressed in fantastic costumes including a singing crocodile, a rapping rainforest tree, a magnificent coral queen and the world's cleverest clownfish.

They will be engaging with the public at sporting and outdoor venues with on-the-spot prizes and free gifts and will make special



hospital visits to cheer up sick children.

There are \$70,000 worth of prizes donated by Tourism Tropical North Queensland members up for grabs in four different competitions including the roadshow's own website whatistnq.com

Tourism Tropical North Queensland Chief Executive Rob Giason said the region's message would be spread far and wide with the WhatisTNQ? Roadshow.

"It's a great opportunity to showcase the appeal of the wet season when the rainforest comes alive, the waterfalls are at their best and all the rivers and creeks are full of crystal clear water.

"The Roadshow's timing is perfect as the Federal Government prepares to roll out its \$950 tax bonus because even in tough economic times workers need a holiday," he said.

"We'll be showing them how they can enjoy a well deserved break in Tropical North Queensland and encouraging our members to put together packages aimed at taking advantage of the bonus.

"This is TTNQ's second domestic campaign and is built around a huge media Roadshow followed by an equally huge trade Roadshow to translate our marketing into actual visitors for our members."

The Roadshow is sponsored by Mantra, Breakfree, Peppers, HotFM, cairns.com.au, Telstra, Avis, Budget and Tourism Queensland.

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