

## MEDIA / PHOTO OPPORTUNITY

*Message sent Monday 19 January 2009*

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DATE: Wednesday 21 January 2009

TIME: 7:00 – 8:30am

PLACE: Visitor Information Centre  
51 The Esplanade

SUBJECT: Launch of *i know* campaign

More than 100 Cairns taxi, bus and shuttle coach drivers will join Queensland Tourism Minister the Hon Desley Boyle MP at the city's only officially-accredited Visitor Information Centre on Wednesday as she unveils the first of five specially branded Sunbuses designed to spearhead TTNQ's first domestic marketing campaign of 2009

Minister Boyle will then inaugurate a new text messaging campaign urging visitors and residents alike to plug into the treasure trove of local experts eager to help with unbiased, accurate information on the region and its attractions. By simply sending an sms with the words '*i know*' to 0400 797 000 they'll be connected to the VIC, and a plethora of tours, attractions and unique experiences offered in Cairns and across Tropical North Queensland.

The campaign recognises the importance of the city's taxi, bus and coach drivers as front line ambassadors for Tropical North Queensland, and the breakfast is a way to say "thank you" from the region's tourism industry.

Minister Boyle and TTNQ Chairman Stephen Olle will be available to answer questions on the campaign.

-Ends-

**FOR MORE INFORMATION:** Stevie King Ph 4015 1207

