



MEDIA RELEASE

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North Queensland on air

The Townsville episode of Mercurio's Menu is set to broadcast to fellow Queenslanders on the Channel 7 network this Sunday. The series, based on Australian food and travel, showcases the region's produce. The episode follows Mercurio as he samples Townsville's local brew, cooks Barramundi and Prawns and taste tests tropical fruit ice-creams such as the Black Sapote, Mango, Jack Fruit, Custard Apples, Paw Paws and Passion Fruit. Filming took place around the region last month on Magnetic Island, Townsville, north to Cardwell and south to the Burdekin.

The episode, brought to the region with joint sponsorship of \$30,000 between Townsville Enterprise and Townsville Airport, stars celebrity chef Paul Mercurio (Dancing with the Stars and Strictly Ballroom).

Townsville Enterprise General Manager Destination Marketing and Development Brent Randall welcomed the exposure that this program will bring for the region.

"Townsville Enterprise has invested a significant amount of funds to bring the production of this show into the Townsville region. The show creates a greater awareness of the diversity and quality of experiences we have to offer, which is great for our tourism industry." Mr Randall said.

"It also supports ongoing Townsville Enterprise activity and lobbying to attract skilled workers into the region. The episode highlights our wonderful lifestyle which follows on from our previous work with the Channel 7 program SeaChange TreeChange earlier this year."

The Townsville episode has already aired in Sydney and Adelaide with further scheduling to be confirmed for Perth, Melbourne and 7 High Definition.

Mercurio's Menu will screen 5pm, Sunday 1st June on the 7 Network.

Images from show can be seen at www.townsvilleholidays.info

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For more information contact Therese Toy on (07) 4726 2759