



MEDIA RELEASE

Issued Monday, 29 September 2008

Townsville's second time on the Menu

Townsville has set the table for series two of Channel 7's Mercurio's Menu, with the film crew arriving in Townsville today.

The filming will take place this week in the Townsville region, heading west to Charters Towers and north to Ingham. The episode will include Charters Towers' beef cattle and station life along with indigenous culture on Mungalla Station in Ingham.

Channel 7 plans to broadcast the Townsville episode to the nation early next year.

Presenter Paul Mercurio is very excited and looking forward to be coming back to Townsville to shoot another episode of the food program.

"Not only are the people and food producers fantastic, but the quality and variety of the produce titillates the taste buds and inspires me to greater culinary heights - or at the very least I try harder to cook better!" Mr Mercurio said.

"I met many great people and enjoyed some terrific moments with them both on and off screen. I have no doubt that this trip will be as enjoyable and as memorable as the last and that we - the people of Townsville, the produce and myself - will make another great episode of TV."

Townsville Enterprise General Manager Destination Marketing and Development Brent Randall said this media coverage would highlight the cultures and lifestyles of food producers from the region.

"We are excited to have the show in the region again. The last Townsville episode was the highest rating show within series one, with almost 1.1 million viewers. Paul Mercurio certainly provided great entertainment on what really is the fantastic lifestyle and attraction of North Queensland. This promotion will undoubtedly assist in driving the region's domestic tourism growth." Mr Randall said.

The program has returned to the region through sponsorship from Townsville Enterprise Limited, Townsville Airport Limited, Jetstar and new sponsor Dreamtime Tracks.

Photo opportunities and short interviews available onsite

When: 5:00pm, Thursday 2nd October

Where: Mungalla Station, Ingham

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