



MEDIA RELEASE

Issued Thursday, 17th April 2008

North Queensland flavours Mercurio

Following the success of Paul Mercurio's Food Trails, Mercurio's Menu will be filming in Townsville today.

The 13 part series on Australian food and travel will showcase the region's produce, including sampling Townsville's local brew, cooking Barramundi, Prawns, tasting tropical fruits such as the Black Sapote, Jack Fruit, Custard Apples, Paw Paws and Passion fruit and even Red Claw racing.

The filming is set to take place over the next week in Townsville, on Magnetic Island and along the Great Green Way to Cardwell. Channel 7 plans to broadcast the Townsville episode to the nation in June.

Paul Mercurio is eager to hang out with the locals and cook up a feast fit for a king.

"It's great to finally get to Townsville. I have always wanted to see the region, and I'm really looking forward to the week ahead. I can't wait to get to know the place, meet the people and see the produce on offer." Mr Mercurio said.

Townsville Enterprise General Manager Destination Marketing and Development Brent Randall said this media coverage would highlight the mouthwatering delicacies and dining experiences available in the region.

"Paul Mercurio cooking with fresh, local produce combined with a fantastic backdrop of Townsville and Magnetic Island will certainly assist in driving the region's domestic tourism growth." Mr Randall said.

Photo opportunities and short interviews available onsite

When: 11:00am, Friday 18th April

Where: Watermark, the Strand

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