



MEDIA RELEASE
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It's the Mayors' Shout

The Mayors of the North love the region and want you to know about it.

Shout Out Townsville website now has tributes to North Queensland from the Mayors of Townsville City, Charters Towers Region, the Burdekin and Hinchinbrook Shires. They have each shared with online viewers what they love about North Queensland and their favourite things to do in the region.

Councillor Les Tyrell encourages those who haven't been to the region to make the trip or consider the Townsville region as their next holiday destination.

"Townsville offers a range of experiences such as the rainforest, Great Barrier Reef, beautiful beaches and 300 days of sunshine. We are family friendly and good value for a holiday. Townsville is the perfect base to further explore Charters Towers, Hinchinbrook and the surrounding area."

Councillor Lyn McLaughlin loves the Burdekin because it's such a great place to live and work.

"The Burdekin has vibrant town centres, lots of great places to eat out and plenty of sporting and recreational facilities. There's great barra fishing, beautiful beaches and spectacular wetlands."

Councillor Ben Callcott enjoys the location, climate and the geography of the Charters Towers region.

"I never get tired of venturing into the White Mountains. I love the gold mining relics and colourful history of Charters Towers."

Councillor Pino Giandomenico loves the lifestyle and natural attributes of the Hinchinbrook Shire such as Wallaman Falls, Broadwater National Park and Tyto Wetlands.

“My favourite things to do is fishing and crabbing and I really enjoy the festivals such as the car show, the Italian festival and the Maraka festival.”

The Shout Out Townsville campaign encourages locals to tell their friends and family what a great place North Queensland is to live, work and play by uploading photos and videos to the campaign website – www.townsvilleairport.com.au/shoutout.

The best photos and videos submitted each week will win a series of local prize packs, and the best overall photo and video will each receive a North Queensland holiday package.

Townsville Enterprise Destination Marketing and Development General Manager Brent Randall is pleased to see the support from the region’s Mayors.

“It is great to see the Mayors’ getting their locals enthused about Shouting Out North Queensland. We hope that this will encourage their communities to share what they love about North Queensland online.”

“So far the competition has given away close to \$4,600 worth of prizes with more to come over the final two weeks.”

Townsville Airport General Manager Kevin Gill believes the involvement of the region’s Mayors in this cooperative campaign is fundamental to its success.

“The campaign’s success relies on the passionate locals of this region so we applaud the Mayors for jumping on board and motivating their communities to get involved,” Mr Gill said.

The Shout Out Townsville campaign is partnered by Townsville Enterprise, Townsville Airport and Virgin Blue and supported by 23 local tourism businesses. The competition closes 8th April with the major prizes drawn on the 9th April.

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