



MEDIA RELEASE

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Townsville: Dancing off the menu

The Townsville episode of Mercurio's Menu will broadcast to fellow Queenslanders on the Channel 7 network this Sunday. The series, based on Australian food and travel, showcases the region's produce and stars celebrity chef Paul Mercurio (Dancing with the Stars and Strictly Ballroom).

The Townsville episode kicks off series two and travels west to Charters Towers and north to Ingham, highlighting beef cattle and station life along with indigenous culture on Mungalla Station to flavour the half hour program.

The program returned to the region through joint sponsorship from Townsville Airport, Townsville Enterprise, Jetstar and Dreamtime Tracks.

Townsville Enterprise General Manager Destination Marketing and Development Brent Randall is thrilled to have North Queensland as the first episode of series two.

"The program shows the diversity and quality of experiences we have to offer and highlights the cultures and lifestyles of food producers from the region."

"We received fantastic coverage with series one, with repeats recently played throughout the country. That episode received the highest rating within series, with almost 1.1 million viewers. This promotion will undoubtedly assist in driving the region's domestic tourism growth." Mr Randall said.

The Townsville episode aired last weekend in Victoria with further scheduling to be confirmed for Perth, Sydney, Adelaide and 7 High Definition.

Mercurio's Menu will screen 5pm, Sunday 22nd February on the 7 Network.

ENDS

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