



MEDIA RELEASE

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Picture perfect Paluma

The results are in, votes have been tallied. Townsville Enterprise and partners Townsville Airport and Virgin Blue are pleased to announce the winners of the best photo and video for the Shout Out Townsville campaign.

The lush tropical rainforest of Paluma captured on camera by Kelly Forrest has taken out the best picture award, while budding cinematographer Mark Canavan made Townsville feel like home with the best You Tube video, showcasing a montage of local landmarks.

Forwarding on a digital postcard landed Katina Gabriel the Virgin Blue airfares to fly four of her friends into Townsville for a holiday and Stephen Lane's Townsville CBD shot proved most popular, winning him the People's Choice Award.

Townsville Enterprise Destination Marketing and Development General Manager Brent Randall said it was an enormous job to work through all the submissions to pick just one winning photo and video.

"We received a lot of fantastic shots of the region, which made it a hard choice for the judging panel to choose one stand out entry. There were plenty of nature and wildlife photos submitted, which shows that North Queensland offers some amazing natural encounters with our furry and feathered friends.

"Overall we had a great response to the campaign and we are pleased to see the local community is so passionate about North Queensland.

"During the four week campaign locals were encouraged to spread the word about their favourite local experience - and they did. With over 500 digital postcards sent to the regions' friends and family, it's a great sign of community pride for North Queensland.

"With the campaign now over, we still encourage locals and businesses to become tourism ambassadors and promote North Queensland as an ideal holiday destination," Mr Randall said.

Townsville Airport General Manager Kevin Gill said the local support throughout the duration of the campaign is commendable.

“The entry standard has been nothing short of impressive. It’s been fantastic to see the community exhibit their passion for the region.

“With the commencement of four new Virgin Blue services to Townsville from Cairns, Canberra, Rockhampton and the Gold Coast on 6 April, the time has never been better to ‘Shout Out’ and promote the region to ensure the longevity of these services.

“Townsville has never been more accessible for friends and family to visit, with Townsville Airport now offering over 190 services per week,” Mr Gill said.

Campaign website results:

Shout Out webpage views: 2798

Photo/video submission uploaded: 243

Shout Outs sent: 503

Visit www.townsvilleairport.com.au/shoutout to view all photos and videos from the campaign.

ENDS

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