



MEDIA RELEASE

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Shout Outs break triple digits

Tropical islands, waterfalls and the city's iconic Castle Hill are just some of the North's 130 entries that have been submitted to the Shout Out Townsville website over the past week.

The campaign encourages locals to tell their friends and family what a great place Townsville 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 urged locals to get behind the campaign to help spread the word.

"We've had some great photos uploaded to the campaign website so far. We'd love to see more photos and videos from the Charters Towers region, the Burdekin and the Hinchinbrook Shire, as well as the islands like Magnetic, Hinchinbrook and Orpheus. If you're out and about on the weekends enjoying what you love about North Queensland, capture the moment and enter it to win."

"So far the competition has given away \$3,000 worth of prizes with more to come over the next few weeks."

Townsville Airport General Manager Kevin Gill said the local support for the campaign is overwhelming.

"The calibre of entries so far is high; the campaign has effectively tapped into the local's passion for the region and given them an outlet to showcase it.

"We look forward to the continued influx of entries during the two and a half weeks remaining," 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