

# MEDIA RELEASE

October 2020

## Media Release – Mildura revving up its marketing

Mildura Regional Development with the support of seven local businesses have secured branding on Tickford Racing's Monster Energy Ford Mustang at the annual Bathurst 1000, which is driven by Mildura local, Cameron Waters. Cam is a proud Mildura boy and will next week contest Australia's biggest motor race as one of the favourites after finishing first in Race 30 at The Bend Supersprint last month.

Known as the Supercars Grand Final, the Bathurst 1000 is the Holy Grail of motor sport - a race every driver and team wants to win. The Mildura brand will be on show in a prominent position on the No. 6 Mustang along with further branding on Cam's helmet.

With three days of live free to air TV across the Channel Ten network, the Mildura branding is expected to reach over 4 million TV viewers across the weekend, 2 million of those tuning in to Sunday's big race.

Mildura Regional Development CEO, Brett Millington said, "This advertising initiative, with its national exposure, will generate far broader benefits to all visitor segments. By our brand staying consistently in market and the support of Cam's local background, the Mildura region will be reinforced as a distinctive and refreshing tourism destination."

He added, "We have received some pleasing results from our AFL Footy Finals advertising, mix that with this upcoming initiative and Mildura will be a place everyone wants to know about or remember. We want people to recognise and familiarise themselves with our brand and in-turn become a destination of choice for future holiday's."

This advertising will add to existing markets and tie in nicely at a national level for the remainder of the calendar year.

Businesses who have supported this campaign included; All Seasons Holiday Park & Houseboats, Coomealla Memorial Sporting Club, GTS Freight and G1 Logistics, Mercure Hotel Mildura, ENZED Mildura/Mildura Forklifts, Thomson Linen Company and Zilzie Wines. "This campaign could not have been undertaken without the support of those businesses and it's so great to see them acknowledge the value and importance of keeping Mildura top of mind to viewers which can hopefully regenerate the visitor economy", Mr Millington concluded.

**Ends.**

**Photo:** MRD would like to have a photo opportunity with the businesses mentioned to show our support, please advise a time

**Attached photo:** Mildura branding featured on Cam's Monster Energy car for the Bathurst 1000

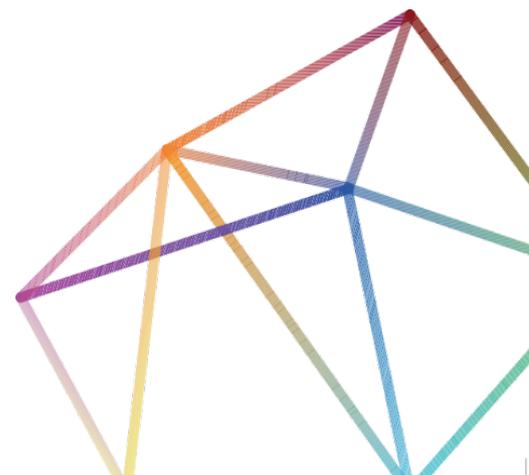
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