

# MEDIA RELEASE

28 September 2021

## MRD Media Release – Spotlight shines on Mildura this October

The Mildura region will feature on two national TV programs during October. Earlier in the year, both the What's Up Down Under TV crew, and Australian Fishing Championships (AFC) came to region to film for upcoming episodes which will air on TV screens around Australia this October.

The crew from What's Up Down Under enjoyed two full days of filming, which included many local businesses with a focus around solo travel. Art, Yoga, Food and Gin are some of the experiences that will feature when the episode goes to air this Saturday at 3PM on Channel TEN.

In addition, for the first time in its history, the Australian Fishing Championships will highlight the mighty Murray River and target the BIG Murray Cod in Mildura and surrounds. The Australian Fishing Championships will feature a 3-session event, broadcast as a 1-hour special nationally and internationally later in October on 7Mate.

Mildura Regional Development CEO, Brett Millington said, "These advertising initiatives, with their national exposure, will generate far broader benefits to all visitor segments on offer in our region."

He added, "We continued to see success with our AFL advertising, broadcast nationally throughout the season and by extending it into other media avenues through national TV we hope this encourages travellers' from around Australia to put Mildura on their list as a destination to visit when the opportunity permits."

This advertising will add to existing markets and tie in nicely with Metro Melbourne's easing of restriction dates outlined within the Victorian roadmap.

**Ends.**

**Please note: Images of What's Up Down Under and AFC attached**

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