

MEDIA RELEASE

November 2021

Mildura branding hits top speed

Following on from the success of last year, Mildura Regional Development with the support of 5 local businesses, have again secured branding on Tickford Racing's Monster Energy Ford Mustang, driven by Mildura local Cameron Waters. The Branding will be present at the BP Ultimate Sydney SuperSprint, the Beaurepaires Sydney SuperNight and the blockbuster event – The Repco Bathurst 1000. Cam, a proud Ambassador for the Mildura region, will next month, contest Australia's biggest motor race as one of the favourites after finishing second in the race last year.

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 and race suit.

"It's great to have the continued support of Mildura businesses and after a turbulent last 18-months in the tourism world, hopefully the months ahead will see an increase in travel and holiday destinations being pursued, and I'm sure Mildura will be on a lot of people's radar." Cam said.

With three days of live free to air TV across the SEVEN 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 (Dec 5th).

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 throughout the pandemic and further into the calendar year, not to mention the support of Cam's local background, the Mildura region will be reinforced as a distinctive and a refreshing tourism destination."

He added, "Once again, we have received some pleasing results from our AFL advertising, mix that with this upcoming branding initiative - Mildura will be a place everyone wants to know, or recognise. As we move into an environment with freedom to travel, we want people to recognise and familiarise themselves with our brand and in-turn become a destination of choice for upcoming holidays."

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 include; All Seasons Holiday Park & Houseboats, Coomealla Memorial Sporting Club, GTS Freight and G1 Logistics, ENZED Mildura/Mildura Forklifts and Thomson Linen Company. "This campaign could not be undertaken without the support of these businesses and it's great to see them acknowledge the value and importance of keeping Mildura top of mind to viewers, which we hope will assist regenerate the visitor economy", Mr Millington concluded.

Ends.

Photo Opportunity: MRD would like to arrange a photo opportunity with the businesses mentioned to show our support, please contact us so we can schedule a day/time.

Photo attached: Cam Waters and the Monster Energy Car at Sydney Motorsports Park from the weekend.

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