



**MEDIA RELEASE**

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## CRUISING TOWARDS A GREAT FESTIVAL

The Great Barrier Reef Festival is cruising towards its most exciting program yet, thanks to a brand-new platinum partnership with Cruise Whitsundays.

The three-year sponsorship deal will see tried and tested festival events reinvigorated as well as additional reef-themed events introduced.

Festival chairwoman, Margie Murphy, said there were obvious synergies between Cruise Whitsundays as the region's premier reef operator and the festival's celebration of life in the community at the heart of the Great Barrier Reef.

"The festival has always been about connecting the reef to the shore and it's been one of our long-term goals to have more events on that theme, so Cruise Whitsundays is the perfect partner," she said.

Cruise Whitsundays Regional Sales Manager, Renee Branton-Brown, said partnering with the festival would also help shine a positive spotlight on the Great Barrier Reef.

"Cruise Whitsundays has a long and proud history of supporting our region's community events but with this one particularly, we see a great opportunity to tell good news stories about our beautiful reef," she said.

Tourism Whitsundays Chief Executive Officer, Tash Wheeler, said the benefits from this partnership were just the beginning of what the community could expect from the Great Barrier Reef Festival's recent rebrand.

"By taking ownership of our position at the heart of the reef and aligning with other strong reef-related brands like Cruise Whitsundays, the festival is poised to capture attention not just locally but nationally and internationally," she said.

The Great Barrier Reef Festival will be held from August 1-4, incorporating a range of events including live entertainment, an art installation, Family Fun Day, Wearable Art Competition, Recyclable Regatta, classic car show, Miss Pin-up Parade, Comedy Gala, Magic Mile running race, and the ever-popular Rotary Street Parade.

The new website will go live this week and you can also follow the festival on [Facebook](#), [Twitter](#) and [Instagram](#).

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*Image Below: Cruise Whitsundays Regional Sales Manager Renee Branton-Brown and Sales and Marketing Co-ordinator Cait Fleming (left and right) with Festival Chairwoman Margie Murphy at the Heart of the Reef Maritime Terminal - Photo Sharon Smallwood. High Resolution image available on request.*



**About Tourism Whitsundays:** *Tourism Whitsundays (TW) is the organisation responsible for destination marketing and visitor attraction for the Whitsunday region. It is the lead agency recognised by Tourism and Events Queensland and the Whitsunday Regional Council to lead the promotion of the region as a tourism destination. Tourism Whitsundays markets all aspects of the region including the Great Barrier Reef, Whitsunday Islands and Coast, accommodation, boating and sailing, fishing, touring, recreational activities, adventure, dining, shopping, weddings and honeymoons, conferencing and business events.*

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