



**MEDIA RELEASE**

***For immediate release***

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## **TRAIL RUNNERS TO CONVERGE ON AIRLIE FOR “RUN THE GREAT WHITSUNDAY TRAIL”**

Around 200 trail run enthusiasts are set to traverse the Whitsundays’ Conway National Park, as they compete in the region’s popular annual trail running event, Run the Great Whitsunday Trail, on September 15.

Now in its thirteenth year, the Whitsunday Running Club event remains a magnet for runners, with participants coming from all over Australia.

The Trail, which originally involved just a one-way 28 kilometre trek, from Brandy Creek to the Airlie Lagoon, has since grown to include three events on the one day, with runners’ endurance tested over a 10.5-kilometre course, a 28.7-kilometre course, and an ultra-distance event that stretches 57.4 kilometres.

According to Run the Great Whitsunday Trail Event Manager, Wendy Downes, the event is attended by some of Australia’s top trail runners and has been heralded as one of the best and most challenging trails runs in the country.

“Each year the Trail really tests the strength of runners, with all participants required to trek the rugged terrain of the Conway National Park within the stated cut-off time.

“The 10.5-kilometre Honeyeater Challenge is now firmly placed in the event calendar and will see runners take on the steep incline from Airlie Lagoon to Honeyeater Lookout and back.

“This year’s event is sure to be hotly contested by locals and visitors alike, with an increasing number of locals training on the route over recent weeks,” Ms Downes said.

Tourism Whitsundays CEO Tash Wheeler said the trail was not only an amazing endurance event, but also a great promotional activity for the region, with the beauty of Conway National Park and its amazing views over the Whitsundays showcased to visitors.

“The Whitsundays tourism sector sees visitation from more than 850,000 people each year. Events are an important part of this tapestry and play a key role in attracting new visitors to the destination.

“Run the Great Whitsunday Trail is an exciting event targeted at trail runners around the country and we hope that when participants come to the Whitsundays, they will stay a little longer and make the most of their time here,” she said.

If you are a runner, register NOW for the event to avoid disappointment, as numbers are capped for all three events. If you're not a runner, support the event as a volunteer, or simply head down to the Airlie Lagoon to welcome competitors back to the finish line.

For more information, please visit: [info@runwhitsundays.com.au](mailto:info@runwhitsundays.com.au) or [www.runwhitsundays.com.au](http://www.runwhitsundays.com.au).

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**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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