



MEDIA RELEASE

For immediate release

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Where else can you go to a Rodeo in the Heart of the Great Barrier Reef?

There will be full-on action and entertainment at the Rodeo by the Reef, this Saturday, January 27, when the dirt and dust of rodeo shenanigans kicks off alongside the beautiful azure waters of the Whitsundays in a bull, bronco and barrel bonanza.

All eyes will be on Bowen on the Australia Day Weekend, with the Rodeo by the Reef providing top class entertainment for the whole family on the long weekend, as part of the Whitsundays Clipper Race Carnival.

This exciting event will deliver world-class bull riding, bronco riding and barrel races, surrounded by the beautiful environment of the Whitsundays region, with the rodeo taking place between the well-known Grand View Hotel and picturesque Coral Sea. For those travelling from Airlie Beach or Cannonvale, Whitsunday Transit are putting on buses for \$15 return per person, however tickets must be pre-booked by Thursday 5pm to secure your place.

There will be no less than 85 competitors vying for cash prizes, which is bigger than the national competition! The event promises to be a memorable day out for the whole family with not just rodeo action but also live music from Golden Guitar winner Troy Kemp, as well as food stalls, activities for the kids and much more. You can even test your own riding skills on the mechanical bull! The event kicks off at 5pm and concludes at 10:30pm with a firework display – so to ensure you get your ticket, pre-booking is the best method.

Tourism Whitsundays Sales & Marketing Manager Tash Wheeler said there was already a buzz growing around the Rodeo by the Reef with nearly 500 hundred tickets already sold.

“People have started talking about it, which is very exciting and ticket sales are going off,” she said.

“I’m not sure if it’s the top class line-up of competitors, the entertainment, or the fact that this will be the only rodeo that we can find in Australia that is set on the beautiful coastline of the Great Barrier Reef – but I’m looking forward to being in Bowen to celebrate! The Grand View is putting on an after party for when the rodeo is finished, so if the bus isn’t for you, book a room and stay for the night!”

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Whitsunday Transit buses will be leaving Airlie Beach at regular intervals to make sure no one misses out and there will be a cash bar throughout the evening, which runs from 5pm to 10.30pm with an after-party at the Grand View Hotel.

Tickets for the Rodeo by the Reef are just \$60 for a family of four and can be purchased at www.whitsundayclipperrace.com.au

The Whitsundays Clipper Race Carnival is a whole-of-region event to celebrate the arrival of the Clipper Round the World Yacht Race fleet and welcome the crews, their families and friends to the wonderful Whitsundays.

The Clipper Round the World Yacht Race is the only race of its kind and matches experienced skippers with novice sailors, who can take part in just one leg or every leg of the race, which starts and ends in Liverpool in the UK and takes in Uruguay, South Africa, Australia, China, the USA and Northern Ireland.

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Ends

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