



MEDIA RELEASE

For immediate release

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P&O CRUISES AND RURAL AID'S BUY A BALE CAMPAIGN PARTNER TO OFFER FARM FAMILIES A CRUISE BREAK FROM CRIPPLING DROUGHT

On December 6 The Whitsundays will welcome some very special visitors to our glorious region.

P&O Cruises Australia working in conjunction with relief charity Rural Aid and its Buy-A-Bale campaign set aside a large number of cabins across two separate four-night cruises to give hard-pressed farmers and their families a break from the crippling drought in New South Wales and Queensland.

The cruises one from Sydney to Moreton Island and the other from Brisbane to the Whitsundays — were offered in the face of the disastrous drought that has resulted in 100 per cent of NSW's land area and nearly 60 per cent of Queensland's land area being drought declared, with large sections described as being subject to 'intense drought' conditions.

Pacific Dawn will pull into the Airlie Beach port on December 6 carrying with her some of the most resilient and courageous Australians. We look forward to welcoming Pacific Dawns' VIP guest with an extra warm Whitsundays welcome.

Tourism Whitsundays CEO Tash Wheeler said "This is a great initiative provided by P&O Australia with Rural Aid. We hope these cruises offer the much-needed respite and relaxation these hard-working Australian families deserve."

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FOR MEDIA ENQUIRIES, CONTACT:

Liza Muller

Publicity and Content Manager

Tourism Whitsundays

Ph: +61 7 4948 5917 or +61 417 765 736

Email: liza.muller@tourismwhitsundays.com.au

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