



## **MEDIA RELEASE**

*For immediate release*

*6 September 2016*

### **EMIRATES MELBOURNE CUP ON TOUR IN THE WHITSUNDAYS THIS WEEKEND**

Australia's most iconic trophy, the Emirates Melbourne Cup, will be visiting the Whitsundays this weekend as part of the 2016 Emirates Melbourne Cup Tour.

The 18-carat gold trophy left the Victoria Racing Club in Flemington in June and will arrive in the Whitsundays on Sunday 11 September.

Hosted by Tourism Whitsundays, the trophy will travel to Langford Reef with Air Whitsunday seaplanes early in the morning for a photo opportunity in the heart of the Great Barrier Reef.

The Cup will then travel to Cannonvale's Whitsunday Shopping Centre for a community display, which will involve several Emirates Melbourne Cup Tour representatives who will be on hand to discuss the Cup and its significant history with visitors to the display.

Members of the community will have the opportunity to hold the Emirates Melbourne Cup and get a photo with this famous Australian icon, between 9.30am and 2pm on Sunday 11 September.

Emirates Melbourne Cup memorabilia will also be provided to visitors to the community information display.

Tourism Whitsundays applied for the opportunity to host the Melbourne Cup in April this year and was successful.

The Emirates Melbourne Cup Tour will take in 34 towns and cities across Australia and New Zealand, before returning to Flemington for the 'race that stops a nation'<sup>™</sup> in November.

CEO of Tourism Whitsundays, Craig Turner, is thrilled the Whitsundays region will play host to the Cup during the 2016 Tour.

"We have an exciting program arranged for this Sunday to welcome the Emirates Melbourne Cup, and we look forward to seeing the community get involved," he said.

"We invite everyone to stop by Whitsunday Shopping Centre in Cannonvale and take part in these national celebrations."

"This is a unique opportunity to experience a key event in Australian culture."

At the heart of the Great Barrier Reef on Queensland's coast, the Whitsundays is made up of 74 island wonders in the warm waters of the Coral Sea.

Boasting warm waters, sunny weather and natural icons such as Heart Reef, Hill Inlet and Whitehaven Beach, the Whitsundays is one of Australia's favourite tropical destinations.

The Whitsundays is the perfect place to swim and snorkel, or charter a boat and cruise the islands, and to witness the diversity of marine life including turtles, dolphins countless species of fish and whales.

To find out more about the Whitsundays and to book your next tropical escape, visit [www.tourismwhitsundays.com.au](http://www.tourismwhitsundays.com.au)

**- ENDS -**

**FOR MEDIA ENQUIRIES, CONTACT:**

Joanne Hennessy

PR & Communications Specialist

Tourism Whitsundays

Ph: 07 4948 5917 or 0417 765 736

Email: [pr@tourismwhitsundays.com.au](mailto:pr@tourismwhitsundays.com.au)