



Media Release – available for immediate release

Max Stock's Named as Key Partner

Tuesday, 10th Feb 2009

Undara Experience continues to approach the business of tourism with a unique methodology. The seasonality of tourism in northern Australia has seen Undara Experience successfully develop events to underpin the shortfall in visitor numbers. Undara Experience has announced today that local food wholesaler Max Stock's is to be the headline sponsor for this years' **Outback Country Rock and Blues** weekend.

Now into its third year, this weekend event has seen good growth in numbers and not only fills a gap in the cultural calendar but provides the chance for regional audiences to enjoy quality music by nationally acclaimed artists. For many people, it's a great opportunity to not only be a part of the musical spectacular but to visit this great local icon at the end of the "**Green Season**".

"Undara has had very good rain this Summer which has not only put a great deal of water into the One Hundred Mile Wetland but also into the lava tubes" said Bram Collins, Managing Director of Undara Experience. "To see this country when it is so green is very special & to be able to combine your visit with our Outback Country Rock & Blues weekend is definitely a double bonus" said Bram.

The welcome inclusion of Max Stock's as naming sponsor is seen as a further investment into the region and is an example of **local businesses** working synergistically in lean times.

Tickets are now on sale for the weekend with early bird prices being **extended** until the end of February in a further effort to assist the local community during tough economic times.

Outback Country Rock and Blues will be held over the weekend of 17th to 19th April with two huge nights of live music and a "Recovery Jam Session" on the Sunday. Tickets at a special **early bird price of \$89** / person for the whole weekend.

Further information on event details contact reservations freecall 1800 990 992 or email res@undara.com.au or visit undara.com.au

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