

MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

For immediate release
November 7, 2019

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 on Saturday 18 January 2020 when the dirt and dust of rodeo shenanigans kicks off alongside the beautiful azure waters of the Whitsundays in a bull riding bonanza.

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

This exciting event will deliver world-class bull riding, 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.

Mayor Andrew Willcox said the inaugural Rodeo by the Reef had been a huge success and the event had become an instant hit with the community.

“Bowen will become the Heart of Rodeo and the Heart of the Reef on 18 January and I am expecting we will draw over 3000 for a night of cowboy action.

“The Clipper Carnival will showcase the Whitsundays internationally and the rodeo turns that global spotlight on Bowen with a truly unique event,” he said.

Tash Wheeler, Tourism Whitsundays CEO said there was already a buzz growing around the Rodeo by the Reef.

“The Rodeo by the Reef proved to be a hot ticket in the 2018 Whitsundays Clipper Race Carnival event schedule, we expect to see a lot of return visitors booking tickets,” 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!”

There will 60+ competitors vying for a total cash prize pool of more than \$10,000. The event promises to be a memorable day out for the whole family with not just rodeo bull riding action, but the arena will be alive with entertainment, as well as food stalls, activities for the kids and much more. The event kicks off at 5pm and concludes at 10 pm – so be sure you get your tickets online now, as discounts for pre-bookings apply! Bus transport from Airlie Beach, Cannonvale and Proserpine is also available and can be booked online.

Online tickets for the Rodeo by the Reef are just \$66 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.

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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.

The Rodeo by the Reef is proudly sponsored by Evolution Mining, The Grand View Hotel, Coral's City 2 Country, Topshop for Men and Brandenburg Bucking Bulls.

- ENDS -

Image Below: Rodeo by the Reef 2018. High Resolution image available on request.



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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