



MEDIA RELEASE

WINNER STEPS UP TO GO DOWNUNDER

27 May 2009

Conventions Australia, a partnership of Australia's leading convention centres and bureaux, announced the lucky winner of a trip to Australia at a special media conference held in the IMEX 2009 Press Centre.

Mr Rémi Dévé of HQ Magazine was awarded the prize, which was a random draw, open to all international media in attendance at the event. Rémi will receive a return business class flight from Europe to Australia flying Qantas Airways and will be provided with an educational trip of a minimum five days, visiting at least two Conventions Australia partner destinations of their choice. The destination options include Adelaide, Brisbane, Cairns, Darwin and the Northern Territory, Gold Coast, Melbourne, Perth and Sydney.

The prize, presented in the form of an oversize Qantas boarding pass, was drawn by Ms Amanda Anker, Steering Committee Chairperson for Conventions Australia. She was ably supported by a number of the Conventions Australia partners, as well as a traditional indigenous performer who also provided a brief performance at the media conference.

"The Conventions Australia partners are delighted to support this initiative and look forward to hosting our winner in the destinations of their choice", Ms Anker said. "The trip will provide a great first-hand opportunity to see why Australia has such strong appeal as a convention destination."

Conventions Australia is the official sponsor of the IMEX Press Centre for the third year in succession. The Centre has been decorated with a blend of striking Australian images and unique indigenous art, designed to enhance the Conventions Australia profile and message at IMEX 2009.

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Conventions Australia is a partnership between the 14 leading Australian convention centres and bureaux which are active in the international market, specifically in relation to international association meetings.