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DATE SET FOR 2009 ARGYLE DIAMONDS ORD VALLEY MUSTER AND AIRNORTH KIMBERLEY MOON EXPERIENCE

The multi award winning Argyle Diamonds Ord Valley Muster in Western Australia's East Kimberley town of Kununurra will be staged 8-24 May, 2009.

The Airnorth Kimberley Moon Experience will kick off festivities on Saturday 9 May, 2009

Against a backdrop of a magical full moon in Kununurra, thousands of concert goers, tourists and corporate guests will enjoy the Kimberley's night of nights at the Airnorth Kimberley Moon Experience on Saturday 9 May.

Ord Valley Muster Director Kris Currow said the Kimberley Moon Experience was a spectacular way to launch the Muster.

"For the first time since 2004 the Kimberley Moon Experience will open the Ord Valley Muster – what a great way to kick off our two week celebration of the East Kimberley region," said Ms Currow.

"The Ord Valley Muster is one of Australia's best loved community-based events combining art, culture and the rugged beauty of the landscape," said Ms Currow.

The Muster features more than 50 events in various locations in and around Kununurra.

Highlights include the Rotary 4 Wheel Drive Rally, Barramundi Concert, Station Challenge Rodeo and a Cooking Masterclass with a celebrity chef.

Ms Currow said the Muster demonstrated the positive community spirit of the East Kimberley.

"The event really brings people together. Locals and visitors mingle, and there's a wonderful sense of community pride," she said.

"There is no better time to visit and we look forward to welcoming the thousands of people who make the trip here each year to join in the fun," she said.

Ms Currow said negotiations were underway to secure a top rating headline act for the Kimberley Moon Experience which had previously starred Jimmy Barnes, Marcia Hines, Kate Cebrano and Wendy Matthews.

The 2008 Ord Valley Muster enjoyed unprecedented success including:

- Being named by Fairfax Media as one of Australia's Top 20 Events
- Kimberley Moon Experience was a sell out for the first time, attracting 4,000 attendees

Tickets to the 2009 event will be available early next year – details to be advised.

Event Background

The Ord Valley Muster has grown to become one of the state's most iconic events and one of the region's most acclaimed entertainment spectacles.

An initiative of the Kununurra Chamber of Commerce & Industry, the event was created to extend the East Kimberley's peak tourist season. The event has received numerous awards including:

- Three WA Tourism Awards for 'Significant Festivals and Events' in 2007, 2004 and 2003 (in 2008 will become a Hall of Fame inductee)
- Australia's North West regional tourism organisation's Best Attraction in 2006
- WA Regional Achievement and Community Award 2006

For more information, images and interviews contact:

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