



MEDIA RELEASE

9 March 2009

New Ticketing Innovation for Airnorth Kimberley Moon Experience

- Watch the Hoodoo Gurus perform on the banks of the Ord River whilst enjoying a gourmet picnic hamper within the new Silver Circle area

People planning on attending this year's Airnorth Kimberley Moon Experience on May 9 in the East Kimberley town of Kununurra can enjoy exclusive viewing of the event with premium beach seating and picnic hampers.

Organisers have unveiled the Silver Circle Area package in response to demand from patrons.

Event Director Kris Currow said Silver Circle tickets provided exclusive access and quality catering.

"Silver Circle is an excellent idea if you want to ensure a great view within an allocated chair seating area without the hassle of bringing your own picnic food," said Ms Currow.

"In previous years we have had either general admission tickets or corporate entry but there was nothing midway between the two – Silver Circle meets this demand," she said.

Silver Circle tickets cost \$200 each (BYO alcohol).

Ms Currow also encouraged travel agents to package the Silver Circle tickets for clients travelling to Kununurra for the event.

"Last year corporate and general admission tickets to the Airnorth Kimberley Moon Experience sold out before the event, so I encourage everyone to book now for what promises to be a spectacular and exciting evening," said Ms Currow.

This year James Blundell will be back as Master of Ceremonies and the Hoodoo Gurus will lead the evening's entertainment, which also includes the Australian Army Band – Darwin, popular Perth party bands Blue Shaddy and Slim Jim and the Phatts, as well as a host of talented Kimberley musicians and entertainers.

The Airnorth Kimberley Moon Experience is the pinnacle event of the two-week Argyle Diamonds Ord Valley Muster.

The Argyle Diamonds Ord Valley Muster runs from May 8-24, 2009 and showcases the best of the East Kimberley.

Ms Currow said there will be more than 50 events in and around Kununurra.

“Highlights include the Rotary 4 Wheel Drive Adventure Bash, the Nexus Street Party, Barramundi Concert, the Dam to Land Tour, Station Challenge Rodeo, Wild Walks, and cooking classes at the spectacular PumpHouse restaurant,” she said.

Many of the Muster events are free.

Ticket prices to the Airnorth Kimberley Moon Experience are as follows:

- \$75 for adults, \$25 for children 3 to 15 years, \$180 for families of 2 adults and 3 children under 15 years.
- Kimberley Fine Diamonds Corporate Circle - \$450 per person.
- Silver Circle - \$200 per person including premium beach chair seating and gourmet picnic hampers.
- Ord Valley Muster event prices available from www.ordvalleymuster.com.

Tickets for the Argyle Diamonds Ord Valley Muster events are available from the Kununurra Visitor Centre on (08) 9168 1177.

Tickets for Airnorth Kimberley Moon Experience are available from Travelworld Kununurra, Kimberley Fine Diamonds and the Kununurra Visitor Centre.

Travel, accommodation and local tour reservations can be made through Travelworld Kununurra on (08) 9168 1888 and the Kununurra Visitor Centre on (08) 9168 1177.

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:

- A WA Tourism Award for the Argyle Diamonds Ord Valley Muster in the category of Significant Festivals and Events in 2008
- Three WA Tourism Awards for the Air North Kimberley Moon Experience in the category of ‘Significant Festivals and Events’ in 2007, 2004 and 2003 (in 2008 it became a Hall of Fame inductee)
- Named by Fairfax Media as one of Australia’s Top 20 Events in 2008
- Named by the West Australian Newspaper as one of WA’s Top 10 Social Events in 2008, 2007 and 2006.
- Australia’s North West regional tourism organisation’s Best Attraction in 2006
- WA Regional Achievement and Community Award 2006

Ends

For more details visit www.ordvalleymuster.com. For more information, images and interviews contact:

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