



Media Release
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A WA Tourism Award for Kununurra's Argyle Diamonds Ord Valley Muster!

The Argyle Diamonds Ord Valley Muster has been named the State's best event at the WA Tourism Awards in Perth.

The two week community event beat four other entries from around the State to take the coveted title in the category of Festivals and Events.

Argyle Diamonds Ord Valley Muster Director Kris Currow said it was a thrill to win the award for the first time.

"Full credit must go to our organising committee, staff and the community of Kununurra – we all share in this award," said Ms Currow.

"The Argyle Diamonds Ord Valley Muster is now rated as the best event of its kind in the State which is a real coup."

The festival's pinnacle event, the Airnorth Kimberley Moon Experience, has won a tourism award in the same category three times in the last five years, securing its place this year in the WA Tourism Awards Hall of Fame.

This is the first time the Ord Valley Muster, as a two week community festival, has been entered into the awards.

The Muster will now go on to represent WA in the National Tourism Awards to be announced in Melbourne in February next year.

The 2009 Argyle Diamonds Ord Valley Muster takes in place in Kununurra May 8-24.

Popular Australian band the Hoodoo Gurus has been secured as the headline entertainer for the Kimberley Moon Experience on Saturday May 9, 2009.

Next year's Muster will feature more than 50 events in and around Kununurra.

Highlights include the Rotary 4 Wheel Drive Adventure Bash, Barramundi Concert, Station Challenge Rodeo, Wild Walks, and a Cooking Masterclass.

Ms Currow said full details of the program would be available shortly.

Tickets will be released early in 2009.

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 the Kimberley Moon Experience in the category of '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

Ends

www.ordvalleymuster.com

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