



### Marcia meets Kimberley Moon in outback gala

*Airnorth Kimberley Moon Experience – Saturday, June 2, 2007  
(part of the Argyle Diamonds Ord Valley Muster – Friday, May 18 to Monday, June 4, 2007)*

#### **Kununurra, East Kimberley, Western Australia**

A star-studded entertainment line-up led by Australia's 'First Lady of Song', **Marcia Hines** and the rising of a giant Kimberley moon are just two of the highly-anticipated attractions of the fifth annual **Airnorth Kimberley Moon Experience** concert in Kununurra, on Saturday, June 2.

The multi-award-winning outdoor concert is the closing highlight and pinnacle event of the East Kimberley's **Argyle Diamonds Ord Valley Muster** two-week festival (May 18 to June 4).

The gala affair is renowned as the region's night of nights and is set against the rustic backdrop of Kununurra's stunning Ord River. Hines, accompanied by her seven-piece band, will be joined by passionate Kimberley-devotee, **James Blundell** as MC; the **Australian Army Band - Darwin**; Broome's **Desert Child**; popular party band **Peace Love & All That Stuff with Tod Johnston**; plus a host of talented **Kimberley musicians and entertainers**.

Staged at the purpose-built **Kununurra Community Amphitheatre**, this year's concert will feature state-of-the-art lighting and visual effects created by the State's leading concert production team, Concert & Corporate Productions (CCP) – the same crew behind the sound and lighting for some of WA's biggest touring acts, including Robbie Williams, Billy Joel, Elton John, Billy Thorpe, Midnight Oil, U2, Pearl Jam and INXS, to name a few.

CCP's master technicians will add their own unique Kimberley twist to this year's Airnorth Kimberley Moon Experience, with a kaleidoscope of moving images and colour culminating in a dazzling fireworks display launched from the centre of the Ord River.

#### **Unprecedented popularity**

The inclusion of Australian pop icon Marcia Hines as headliner has seen the concert experience a dramatic and unprecedented surge in popularity. The event has created a major stir right across Australia, with corporate glitterati, visiting tourists and local fans snapping up tickets in record time.

More than 2,500 concert-goers are expected, including 500 VIP guests attending the \$380/head black-tie '**Kimberley Fine Diamonds Corporate Circle**', which was declared a sell-out back in March. Among the VIP contingent will be many of Perth's who's who, plus local high-flyers and event supporters.

The Kimberley Fine Diamonds Corporate Circle will see guests enjoy premium Vasse Felix wines and champagne, before indulging in an elaborate, locally-inspired, five-star feast under a full Kimberley moon and sky of stars.

Others simply bring their picnic rugs, hampers and eskies to enjoy the unique carnival atmosphere.

Among the A-listers will be reigning **Miss World Australia** and **Miss World Asia Pacific, Sabrina Houssami**, in town to show off a stunning collection of rare pink diamond jewellery, locally crafted for her Miss World appearances by Kimberley Fine Diamonds. The collection, worth over half a million dollars and aptly titled the 'Crowning Collection', comprises more than 18 carats of brilliant white diamonds and two carats of the world's rarest pink diamonds.

The Miss World runner-up will make a special guest appearance on stage to perform the song she sang in the Miss World contest final.

Senior executives from tourism, aviation, mining, transport, pastoral, banking and finance, industrial and government sectors will attend, and organisations such as Argyle Diamonds, Airnorth, Qantas, Rio Tinto, Amadeus Energy, Voyages / El Questro, Tourism Western Australia, Tourism Top End, Vasse Felix, Horizon Power, the Water Corporation, WIN TV and high-profile media will be represented, either as VIP ticket holders, sponsors or invited guests.

Government officials will include the Minister for Small Business, **Margaret Quirk MLA**; Member for Central Kimberley-Pilbara, **Tom Stephens MLA**; Member for Kimberley, **Carol Martin MLA**; Member for Mining & Pastoral Region, **Shelley Archer MLC**; and Assistant Police Commissioner **Graeme Linert**.

## Festival fun continues

The Argyle Diamonds Ord Valley Muster represents the region's biggest tourism drawcard, this year attracting an estimated 3,500 visitors.

Continuing until Sunday, June 4, the festival features some 50 special events showcasing the region's diverse culture, stunning landscape, friendly hospitality and unique Kimberley spirit.

A first-time event in the Muster program is the **Alligator Airways Lake Argyle Classic** long distance swim (Monday, June 4), involving teams of inspirational swimmers from all over Australia attempting the world's only open-water marathon swim in fresh water. Covering distances of 10 or 20 kilometres, solo, duo and quad teams will tackle one of the most daring swim contests ever attempted. Set in the rugged Kimberley outback, Lake Argyle is the largest manmade lake in Australia, an incredible 21-times the size of Sydney Harbour.

Another inaugural event, the **Gibb River Road Mountain Bike Challenge** (Tuesday, May 29 to Saturday, June 2), has teams of daring long-distance cyclists travelling between 60 and 80 kilometres per day, over five days, in 20-kilometre relays. The incredible 800-kilometre race is raising funds for Police Legacy.

The inaugural **JSW Ord Valley Muster Motocross Classic** (Sunday, June 3), will be staged under lights at the newly-designed Ivanhoe racetrack near the famous Ivanhoe Crossing. Featuring a top line-up of local and interstate motocross riders, this adrenaline-pumped event will see massive aerial manoeuvres and sky-high jumps performed along Ivanhoe's fast straights, hair pins and sweeping bends, concluding with a dazzling fireworks display.

Other highlights still to come in the 2007 Muster program include a cooking masterclass (Friday, June 1) and demonstration (Saturday, June 2) by renowned Executive Chef, **Chris Taylor from Perth's Fraser's Restaurant**, revealing his cooking secrets using fresh East Kimberley produce; **Argyle Diamond Mine Tours**; plus special **market days, art exhibitions**, and host of other special events and sightseeing tours in and around Kununurra.

**General admission concert tickets to the 2007 Airnorth Kimberley Moon Experience are \$70 for adults, \$20 for children (3 to 15 years) or \$150 per family (2 adults, 3 children). Tickets to the highly-exclusive Kimberley Fine Diamonds Corporate Circle have sold out.**

**For further details, visit [www.ordvalleymuster.com](http://www.ordvalleymuster.com). Ticket bookings, plus travel, accommodation and local tour reservations, can be made through the Kununurra Visitor Centre on (08) 9168 1177.**

## ENDS.

### Background:

*Approaching its fifth year in 2007, the Argyle Diamonds Ord Valley Muster has grown to become one of Western Australia's biggest event-based tourism drawcards. It is expected to lure approximately 3,500 visitors to the region in 2007. The Muster is an initiative of the Kununurra Chamber of Commerce & Industry, designed to extend the East Kimberley's official peak tourist season.*

*The Airnorth Kimberley Moon Experience has been named in the 'Top 10 Social Events' for the past three years (by The West Australian newspaper). The event is the region's most acclaimed entertainment spectacle, having received numerous award titles. Among them are both the Western Australian and Kimberley Tourism Awards for 'Significant Festivals & Events' in 2003 and 2004 and the Gold Medal in 2006, plus Australia's North West Tourism 'Best Attraction' Award and the WA Regional Achievement & Community Award in 2006.*

*Marcia Hines, as the headline artist of the 2007 Airnorth Kimberley Moon Experience, follows appearances in previous years by Kate Ceberano, Australian Idol's Jessica Mauboy, Richard Clapton, Anna Sleptsova, Wendy Matthews, Dave Mann Collective and the Darwin Symphony Orchestra.*

*The Muster's major sponsor, Argyle Diamonds, is the world's largest supplier of diamonds, producing approximately 30 million carats each year or nearly one-quarter of the world's natural diamond production.*

*Major sponsor of the Kimberley Moon Experience, Airnorth, is the leading regional aviation operator in Northern Australia. Headquartered in Darwin, it operates 152 scheduled departures weekly, servicing eight destinations and uplifting 132,250 passengers annually.*

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