



MEDIA RELEASE

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Sell-out success for Kimberley Moon's corporate circle

Airnorth Kimberley Moon Experience – Saturday, June 2, 2007
Argyle Diamonds Ord Valley Muster – Friday, May 18 to Monday, June 4, 2007

Kununurra, East Kimberley, Western Australia

As well as its famous full moon rising before thousands of concert-goers on the banks of the Ord River, the Airnorth Kimberley Moon Experience is rising in popularity, this year at a record pace, with its exclusive Kimberley Fine Diamonds Corporate Circle tickets declared a sell-out more than two months out from the event.

With Australia's 'First Lady of Song' **Marcia Hines** leading the entertainment line-up, the multi-award-winning concert has created a major stir right across Australia, with corporate glitterati, visiting tourists and local fans snapping up tickets in record time.

Renowned as the East Kimberley's night of nights, the gala outdoor affair will be held on **Saturday, June 2**, featuring performances by some of Australia's finest musical talents against the rustic backdrop of Kununurra's stunning Ord River.

With all 400 tickets to the concert's elite \$380-a-head Kimberley Fine Diamonds Corporate Circle selling out in February, a further 100 tickets were later released and booked out in just four days. A waitlist of guests for the exclusive black-tie occasion is now building (currently at 50). General admission tickets are also selling fast, with more than 2,500 concert-goers of all ages expected to enjoy the concert picnic-style.

Marcia 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**.

The Airnorth Kimberley Moon Experience is the pinnacle event and finale of the two-week Argyle Diamonds Ord Valley Muster festival (**May 18 to June 4**). The Muster includes some 50 special events, as a showcase of the East Kimberley's diverse culture, stunning landscape, friendly hospitality and unique Kimberley spirit.

Event Manager of the Argyle Diamonds Ord Valley Muster, Bree Muir said the event had escalated to new heights this year, with the inclusion of Australian music icon Marcia Hines and the addition of several new events and attractions to the program.

"The Muster has grown at such a rapid pace this year, far beyond our expectations," Ms Muir said.

"We have attracted interest from all over Australia and even overseas, which is a sign that the event's reputation has spread well beyond the boundaries of just our region and State. Both the concert and the two-week Muster festival are now well and truly on the map as iconic events for Western Australia."

New-Look Muster Program

First-time events in the Argyle Diamonds Ord Valley Muster program include 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 man-made lake in Australia, an incredible 21-times the size of Sydney Harbour.

The inaugural **Gibb River Road Mountain Bike Challenge** will see teams of daring long-distance cyclists travel between 60 and 80 kilometres per day, over five days, in 20-kilometre relays. The incredible 800-kilometre race will raise money for Police Legacy, commencing in Derby on Tuesday, May 29 and arriving in Kununurra on Saturday, June 2.

Another new event, the **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 spectacular fireworks display.

Among other highlights in the 2007 Muster program are:

- The **Station Challenge Rodeo** (Saturday, May 19) by the Kununurra Bushmen's Rodeo Association, with entertainment by country music star **Adam Harvey**;
- The ever-popular **Argyle Diamond Dig** (Sunday, May 20), which will see a make-shift diamond pit created from a tonne of sand, offering 'prospectors' the chance to dig and discover one of two exquisite Argyle Diamonds and a host of other hidden treasures to take home;
- The **Argyle Diamonds Barramundi Concert** (Saturday, May 26), featuring a traditional dancing ceremony by Indigenous landowners, plus talented Indigenous musicians including **Peter Brandy, Mary G and Rodney Rivers**;
- The annual **Garnduwa Ord Valley Muster Basketball** Carnival (Friday, May 25 to Sunday, May 27), with intense competition between Northern Territory and Kununurra Indigenous youth;
- The **East Kimberley Tours and Rotary 4WD Adventure Bash** (Sunday, May 27);
- 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;
- Special market days at **Paddy's Markets and Waringarri Markets**;
- **Argyle Diamond Mine Tours**; plus
- Art exhibitions, live performances and host of other special events and sightseeing tours in and around Kununurra.

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. Ticket bookings, plus travel, accommodation and local tour reservations, can be made through the Kununurra Visitor Centre on (08) 9168 1177.

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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 lures approximately 3,500 visitors to the region each year. The Muster is an initiative of the Kununurra Chamber of Commerce & Industry, designed to extend the East Kimberley's official peak tourist season.

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. The Airnorth Kimberley Moon Experience has been named in the 'Top 10 Social Events' for the past three years (by The West Australian newspaper).

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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