



MEDIA RELEASE

Wednesday 8 October 2015

Club Marine Southern 80 Engaging Local Businesses

Today the Moama Water Sports Club launched the Official Supporters Club packages as part of the 2015 Club Marine Southern 80 event.

The Official Supporters Club is a brand new initiative of the Club Marine Southern 80 and has been specifically designed to provide a vehicle for local businesses to be a part of the event.

Stephen Robson, President of the Moama Water Sports Club said that the Official Supporters Club is a great way to be a part of the event and gain business exposure in front of the tens of thousands of spectators attending the event over the two days in February.

“The Supporters Club packages provide local business with the opportunity to not only promote their business at the World’s Biggest Water Ski Race, but be recognised as the Official Supporters of the 2015 Club Marine Southern 80 and be a preferred business partner” he said.

“We have tailored these affordable supporter packages to provide numerous promotional benefits in the lead up, during and post event. This type of exposure provides companies with a significant marketing platform in which capitalises on the enormous success of the event” said Mr Robson.

Stephanie Dobos, Marketing Manager said that annually, a high majority of the local businesses in the Echuca - Moama region support the influx of visitors around the event. This is the opportunity for the broader business community to advertise, make their mark and generate recurring business all year around.

“Local businesses provide a significant source of economic impact and employment to the region and without the support of the community this type of event would not be possible. We want to show our support to them and provide the opportunity to leverage off the success of the event that they have helped to grow” she said.

The Club Marine Southern 80 attracts over 500 boating enthusiasts from all around Australia, New Zealand, UK and USA as well as over 50,000 people on the banks of the Murray River. The 2015 event will feature the best of the best racers with return of the 2014 winner ‘Wild Thing’ as they battling it out for first place and the honour of being crowned the winner of the Club Marine Southern 80.

The Club Marine Southern 80 will be held on 6th – 8th February 2015. For more information about the event visit: www.southern80.com.au.

For further information regarding this media release please contact

Stephanie Dobos Marketing Manager

Mobile: 0421 672 361or email media@southern80.com.au