



## **MEDIA RELEASE**

### **Discover Down Under TV Show explores caravanning and camping holidays in WA's South West**

The production crew from the national TV series Discover Down Under and key presenter Paul Cronin of The Sullivans fame will be filming for five days in the South West from next Monday (15 January).

Caravan Industry Association WA (CIAWA) has contributed to two episodes of the 26-program series going to air on Channel 9 this year starting on 10 February. The WA segments will showcase caravan and camping holidays along with local attractions and activities.

Starting at Woodman Point Holiday Park south of Fremantle, a convoy that includes caravans, a motorhome, campertrailer and a rooftop camper will head to Bunbury, Manjimup, Pemberton, Augusta, Margaret River, Gracetown, Busselton and back up the South West Highway to Perth.

CEO of the Caravan Industry Association, Pat Strahan, said that it was an exciting opportunity to bring to light very affordable, yet very enjoyable family holidays in Western Australia.

“Staying on caravan parks in itself is a big part of the fun, especially for kids who easily meet and make friends - sometimes even before the tent is up or the caravan is unhitched,” said Ms Strahan.

“At Mandalay Holiday Resort in Busselton we’re covering the Kids Mini Olympics and visiting other parks to highlight the range of kids’ activities that are available.

We will also feature some of the less well - known attractions, particularly for people on the other side of the country who don’t have local knowledge.

“In Manjimup we’ll swim at Fonty’s Pool and see the truffle sniffer dogs in action at the Wine & Truffle Co’s trufferie. In the Warren National Park the crew will visit the Bi -centennial tree, and we’ll go out on a Blackwood River Cruise and the Three Water Cruise in Bunbury.

Producer of Discover Down Under, Danny O’Loughlin, said they were delighted that Paul Cronin had taken on the role as he was passionate about Australia and promoting its treasures for everyone to enjoy.

“Paul comes from a background of camping holidays and is relishing the opportunity of travelling around the country highlighting the best of what Australia has to offer,” he said.

The program has moved from the Ten Network, where it had been top of the ratings in the time slot, to the Nine Network where an even bigger viewer audience of around 400,000 is anticipated in the committed 4pm time slot on Saturdays.

The two half - hour WA episodes will go to air on 24 February and 3 March.

Ends

**Issue forwarded by the Caravan Industry Association of WA.**

**Media Liaison: Christine Silbert, CSPR on 08 9388 2002 or 0407 479 691**

**An Itinerary and contact points for CEO, Pat Strahan is available from CSPR.**

**Paul Cronin is available for interview on Monday, Tuesday and Wednesday about the visit to WA and the program, filming commitments permitting.**