



## **MEDIA RELEASE**

**For Immediate Release**

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### **The BIG 4WD and Adventure Show is on again!**

**Perth 4WD and Adventure Show  
18-20 November 2011, McCallum Park**

Following on from a massively successful show in 2010, the Perth 4WD & Adventure Show, is back this November – and this year we've managed to fit in more of everything!

Held over three big days from 18th-20th November, the 4WD and Adventure Show is a popular event for all outdoor enthusiasts, and is the one-stop spot to check out all the latest and greatest products, services and accessories for all outdoor lifestyle activities. It is one of the biggest show of its kind in Australia, the Perth 4WD and Adventure Show attracts approximately 30,000 visitors each year.

The 2011 show has more than 150 exhibitor displays from a variety of industries. Exhibits cover new release vehicles, 4WD accessories, 4WD clubs, offroad caravans and camper trailers, fishing and boating, camping accessories, electronics, tourism and destinations, and lifestyle products.

This year, with the introduction of exciting new entertainment features, the show is shaping up to be bigger and more diverse than ever before. The event is held at McCallum Park, Victoria Park, and covers a massive area of 80,000 square metres.

#### ***All the gear in the one place!***

The 4WD and Adventure Show features a massive range of displays including new release 4WD vehicles, 4WD accessories, caravans, camper trailers and motorhomes, camping gear, tinnies and fishing tackle, 4WD clubs, and much more.

New vehicle dealers attending this year include Mitsubishi, Nissan and Toyota. For all your accessory needs, major brands ARB, Opposite Lock, TJM and Offroad Equipment have you covered.

The caravan, camping and motorhome industry is Australia's fastest growing tourism sector. Around 600,000 Australians take a holiday in a caravan park each year. And if you're one of them, you'll love this year's 4WD and Adventure Show!

#### **A great value family day out**

The Perth 4WD Adventure Show is always a popular event for the whole family, with so much to see and do. Aside from the massive range of exhibitions to check out, there is also an exciting line up of entertainment and activities to keep you busy. Take the time to take it all in – with so much on offer, you may need to come back for a second look!

#### ***Engel Bush Camp Stage***

The new look Engel Bush Camp Stage will be a central hub for entertainment. Across the weekend, the Engel Bush Camp stage will have camp oven cooking demonstrations, product reviews and demonstrations, travel and lifestyle tips, and information on camping and 4-wheel driving.

Special guest at this year's 4WD and Adventure Show is well-known adventurer John "Roothy" Rooth from 4WD Action magazine. Anyone who is into 4 wheel driving and reads the magazines knows Roothy, and we will have him at the Show each day to chat to crowds and tell his story - so make sure you come say g'day!

Jo Clews has been cooking for almost as long as she can remember. Jo has worked in numerous regional and remote areas of WA, and is experienced in camp oven cooking. She will be showing off her camp oven cooking skills at this year's 4WD Show.

Ron and Viv Moon have been travelling Australia for over 40 years and in recent years have overlanded across Africa, Russia and Mongolia. Ron first drove a 4WD when he joined the army in 1965 and in later years taught younger soldiers how to drive 4x4 and 6x6 vehicles. Viv has had a cooking column for over 20 years in 4x4 Australia magazine and has two best selling outdoor cook books to her name.

Ron will be talking about setting your vehicle up for your next outback trip or world adventure, trip planning and more, while Viv will join Western 4WDriver magazine's Jo Clews on the Bush Camp stage for cooking demos and the best bush recipes.

### ***Tinnie and Tackle Show***

For the fishing enthusiast, the Tinnie and Tackle Show will be back. Dave "The Barefoot Fisherman" Hodge will demonstrate his best fishing techniques in the Aquateam, and talk about his latest adventures filming his new TV show The Barefoot Adventurer. Learn all you need to know about lures, knot tying, different types of lines and much more. Get the info and the know-how – and see what you can catch this summer!

The Tinnie and Tackle area will also be filled with everything you could need for your next fishing adventure. Tinnies in all makes and sizes from some of WA's leading retailers will be on display and for sale. Most will be available for immediate delivery in time for summer. You can also find heaps of fishing gear including new releases for sale at show prices.

### ***New 4x4 Extreme Show***

The Extreme Show has is a massively popular part of the 4WD & Adventure Show, with huge crowds hording each year to see the spectacular. And this year it'll be even better with 4x4 extreme action, freestyle motorcross and quad bike stunts. This year we'll introduce Krystal, our MC and stunt rider who will wow the audiences and make sure the Extreme Show is one you'll never forget! The extreme 4x4 Show is staged three times per day over the Show weekend.

### ***Kid's Activities***

Always a value family day out, the 4WD and Adventure Show has something for everyone! Just for kids, we have face painting, bouncy castle and rock climbing wall. Then get the kids a snack and an ice-cream from one of the many food vendors, and they'll be happy!

### ***Prizes***

Getaway Outdoors has come onboard this year to offer a major prize to Show visitors. They are offering the \$15,000 worth of prizes! Prize 1 is the Ultimate Getaway Adventure Package worth around \$12,500 and comprising of an Offroad Oz Trail Camper Trailer and complete campsite package including fridge, hot water unit, solar panel, cooking, furniture, bedding etc. Second prize will be \$1500 Getaway Outdoors shopping voucher and third prize will be \$1000 Coleman Brands shopping voucher. These amazing prizes are open to all Show visitors just by filling in the entry coupon and entering at the Getaway stand.

We will also be giving away Engel fridge/freezers, Hema navigators and more at the Engel Bush Camp stage.

## **Show Facts at a glance**

### **Dates**

18<sup>th</sup>, 19<sup>th</sup> & 20<sup>th</sup> November 2011

### **Location**

McCallum Park, near the Causeway, Victoria Park

### **Opening Times**

Friday            9am to 6pm  
Saturday        9am to 6pm  
Sunday           9am to 5pm

### **Ticket prices**

Adult                                \$15  
Child (4-17)                        \$7  
Family (2 adults + 4 children) \$40  
Children under 4                 FREE  
Concession                         \$12

(Seniors/Pensioners)

NOTE: Cash sales only, no EFTPOS or ATM available at the ticket office.

### **How to get there**

There are several car parks within walking distance to McCallum Park. They are located: Taylor St, Victoria Park; Gloucester Street, Victoria Park, Ellam Street, Victoria Park and South Perth, Burswood Road, Burswood; Hawthorne Place, Burswood; Harper Street, Victoria Park and Albany Highway, Victoria Park. Or go for the easier option and take the train to the Victoria Park station.

Free parking is available on Sir James Mitchell Park (of Ellam Street) or Taylor Reserve on Taylor Street.

Taking the bus to the show is easy with several bus stops located convenient to McCallum Park along Canning Highway; plus ferries run between the Barrack St Jetty and South Perth. After the ride across the Swan River, it is only a brief walk on to the Show!

More information on the 4WD and Adventure Show can be found at [www.4wdshow.com.au](http://www.4wdshow.com.au)

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