

MEDIA RELEASE

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'Dirty' film gets Festival goers in the mood

Dirt n Dust Festival celebrates Official Launch and 18th year

More than 120 VIP guests celebrated the Official Launch of the 18th annual Julia Creek Dirt n Dust Festival with a 'film premiere' at the Coffee Club Domain, Townsville, last night (Wednesday, February 8, 2012).

Proving that the Festival is stepping up its game in terms of technology, social media and marketing campaigns the new YouTube video is a comedic take on how dirty the Dirt n Dust Festival can actually get.



Dirt n Dust organiser Margie Ryder said the focus on attracting younger Festival-goers was important to ensuring the Outback Festival continued to experience growth in future years.

"We brought young blood onto the committee a few years ago and their role was to really get Dirt n Dust to the forefront of social media and the internet – something the rest of our committee had no clue about!" explained Mrs Ryder.

"When we were given the opportunity to have a YouTube video filmed late last year we jumped at the chance and thought 'why not get really cheeky with it?'" said Mrs Ryder.

Young Julia Creek local Neil Batt (pictured) and Dirt n Dust volunteer Sam Kimlin star in the video.

"It was exciting to be a part of the video, but something we're not going to live down" said Mr Batt, who is now referred to as 'Hollywood' in his hometown.

"We're hoping it will build traction among the younger audience, show them what a great weekend we put on in Julia Creek and encourage them to come check it out!" said Mrs Ryder.

The video is available for viewing on the Dirt n Dust website, Facebook and YouTube pages.

"We would love for the video to go viral and have created some equally cheeky cards in time for Valentine's Day that people can send to their partner, friend or boss to show them exactly what kind of dirty weekend you'd like!" explains Mrs Ryder. These cards are available for download from the [Dirt n Dust website](#).

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2012 Dirt n Dust Festival

20th, 21st and 22nd April



Last night's launch included announcements of several other exciting additions to the chock-full program, including a free concert by hot country acts Luke Dickens and Victoria Baillie, the expansion of the Australia's Best Butt circuit and the return of the Ute Muster and highly popular bog snorkelling.

Special guests included Dirt n Dust veteran triathlete Max Fegan; Professional Bull Riding (PBR) representative Glen Young, McKinlay Shire Councillor Tim Vollmer, Townsville City Councillor Tony Parsons, local media personality Steve Price and many local business people.

The Julia Creek Dirt n Dust Festival will take place from April 20 to 22 this year, offering visitors three jam-packed days of fun and entertainment, including the Cannington Dirt n Dust Triathlon and Junior Triathlon, the Clean It Dirt n Dust Bullride sanctioned by PBR, the BHP Artesian Express Horse Race, an exclusive Red Claw Luncheon, the Australia's Best Butt Competition, novelty events such as Bog Snorkelling and ongoing family entertainment.

The film can be seen at www.dirtndust.com; the Dirt n Dust Facebook page; and at <http://bit.ly/dirtyweekend>.

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For more information or to arrange an interview with Margie Ryder, Neil Batt or Sam Kimlin please contact Sarah Mathiesen from Harshmellow Media + Design on 0400 712 861.