



Murraylands Regional Tourist Association

PO Box 344, Murray Bridge, SA 5253

ABN: 25 339 324 252

Ph: 0448 533 147

info@floatfest.com.au

www.floatfest.com.au

www.facebook.com/FloatfestAus

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Kookaburra Homes Floatfest Launches for 2018!

For Immediate Release

The Murraylands Regional Tourist Association Incorporated will officially launch the Kookaburra Homes Floatfest 2018 on Wednesday 1st November. This event will be held in the Kookaburra Homes Display Home, The Argentine, a newly minted Brick Veneer home, built by Kookaburra Homes – the Award Winning Builders based in the Rural City of Murray Bridge.

Floatfest is a two day event on the Murray River in the Murraylands, South Australia, which focuses on encouraging healthy and active life styles through the fun elements of record challenges. The Murraylands Regional Tourist Association Incorporated is a not for profit organization of some 36 odd years, with its mission firmly cemented on the encouragement of the growth of Tourism within the Murraylands, the Mallee, Lakes and Coorong collectively known as “The Murraylands’ - their aim being to maximise the economic and social benefits to the communities within the Region.

Floatfest commenced in 2014 with support from Events South Australia, the Mid Murray Council, and local organisations. Since its conception Floatfest has grown each year and has been well supported by Events South Australia, Canoe SA (who has recently changed names and is now Paddling SA), Local Councils, Royal Life Saving Society of South Australia and many others.

The event initially was based on achieving a Guinness World Record attempt for the largest number of free floating canoes/kayaks in one location thus the event concept was born. The term “Floatfest” was chosen as it gives longevity and flexibility for the event to move to various locations along the River.

One of the primary roles of this event is the education around safe water practices on the Murray River. Water Safety is paramount both for communities, migrants, tourism visitors, and importantly international visitors to the Region.

Additionally the Floatfest team focuses on the educational elements of healthy and active lifestyles, community inclusion, and the education of the environment surrounding the

Paddles to the ready!

River. Additionally Floatfest seeks to increase the Region's tourism relevance on the River as well as its surrounding regions as a top tourism destination in South Australia.

Our 2017 event enabled us to demonstrate the event's capability and flexibility to "float" by heading downstream and holding the event at Sturt Reserve in the Rural City of Murray Bridge for the first time. We were also challenged by Western Australia who have created their own event to break the same record and held it on the same day for some real rivalry. They were lucky and narrowly beat our 2016 record, never fear we are ready to rise to the challenge and give them a real competition in 2018!

Looking toward 2018!

In 2018 the Kookaburra Homes Floatfest will be held on April 7th and 8th at Sturt Reserve, Murray Bridge, for the second year.

Paddling SA will undertake workshops, Canoe Polo demonstrations, and open their Canoe Marathon to the public yet again. While Canoe the Coorong will give kayaking demonstrations and instructions for paddling skills and techniques as well as conducting the on water coordination of Sunday's Record challenges.

In 2018 the Kookaburra Homes Floatfest will be seeking to increase team challenges for activities both on the water and on the banks of the river. We would love to see some of our local sporting clubs and community groups coming together to have some good old fun with activities including tug of war, best dressed/themed team, obstacle courses and more. Our programme is currently being developed and hoped to be finalised in the coming weeks.

Registrations are now open!

We're calling all canoeists, kayakers, sporting and community clubs and for the first time paddle boarders to head on over to our website (www.floatfest.com.au) or our Eventbrite listing (<https://floatfest2018.eventbrite.com.au>) to register as an Early Bird now!

Early Bird registrations are open until February 28th 2018 and all early birds go in the draw to win a Kayak Package valued at \$700 thanks to Ray's Outdoors!

Don't forget to head on over to our Facebook Page (www.facebook.com/FloatfestAus) and keep up to date as we announce more information about the event!

Media contact: **Jen Whitehorn**
MRTA Chair & Event Co-coordinator Floatfest
0448 533 147 | mrta@hotmail.com.au

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