

## MEDIA ALERT



**HIP YOUTH HANDY WITH A CAMERA PLEASE APPLY:**

### **AUSTRALIA'S RICHEST CAMPERVAN HOLIDAY COMPETITION**

Gen Y-ers who are compulsive bloggers, handy with a video camera or creative photographers have until 31 December to enter Australia's – and possibly the world's – 'richest' campervan holiday competition, which encourages would-be road-trippers to use facebook to post online blogs, photos and videos in which they fantasise about taking the ultimate holiday on wheels.

The \$23,000\* grand prize will allow the winners to take the ultimate road trip in a Hippie Camper on a 28-day road trip following the itinerary of their choice.

To encourage the winners to do as full a circumnavigation of Australia as possible, some of the most unique tourism attractions in the country have been included as options, from Whale Shark diving in Western Australia, to a Reefsleep experience in The Whitsundays, access to Tasmania's now-iconic MONA, a two-night camping experience on Kangaroo Island, and free accommodation at BIG4 caravan parks nationwide.

"We know how creative people can be when they want something, so we hope this fantastic prize will inspire would-be road-trippers from all over the world to submit fun, unique entries," said Luke Trouchet, CEO of Hippie Camper's parent company Apollo Motorhome Holidays.

The competition closes December 31<sup>st</sup> 2012. Entries can be made via [www.facebook.com/HippieCampers](http://www.facebook.com/HippieCampers). Monthly prizes will be awarded comprising of \$50 Amazon gift vouchers throughout the competition period.

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**Downloadable image gallery:** <https://www.dropbox.com/sh/rrdqa71td0gsypn/YC2ZZqxBcN>

\*Grand Prize value includes: Single 28 day hire of an Apollo Euro Deluxe Motorhome (valued at \$10,000)\*\*; Additional vehicle inclusions: Standard Insurance, 6 x camp chairs, 2 tables, gas refill, baby/booster seats if required and GPS; Fully stocked fridge with lots of holiday goodies \$320; Flights to the value of \$5,000; Free accommodation at BIG4 Holiday Parks across Australia; Free whale shark diving in Western Australia, Reefsleep experience on the Great Barrier Reef, Kangaroo Island experience in South Australia and free MONA package and passage on the Spirit of Tasmania. (\$8,500)

**Valued at approximately \$23,000** NB: Pricing is dynamic and changes daily dependent on seasons, demand and location so an exact price cannot be determined. \*\*A winner between the age of 18 and 21 will be given a Hippie Camper hire to the same value as the Apollo Euro Deluxe hire due to minimum age requirements for Apollo.