



**MEDIA RELEASE 12 June, 2014 – Match made in Whitsunday heaven – True Blue Sailing announced as naming rights sponsor for the 2014 Whitsunday Reef Festival**

IN TRUE Whitsundays style, a beautiful and timely partnership has arisen over a couple of beers between one of the regions premier events, the Whitsunday Reef Festival, and one of the regions premier charter companies, True Blue Sailing.

True Blue Sailing have announced they will be partnering with the Whitsunday Reef Festival, as the naming rights sponsor for the 2014 event.

True Blue has been operating in the Whitsundays for 11 years, and currently operate two overnight charter boats, *Atlantic Clipper* and *New Horizon*. Owners, Tony Brown and Deb Brown, have a passion for the Whitsundays and the reef that those who work, live and play in the region can appreciate.

They have chosen to partner with the Reef Festival, running from August 1-8, for a number of reasons. The not-for-profit festival is the biggest community, family focused event in the region. It has been running for fourteen years and is keenly anticipated by locals every year. It continues to grow every year, and is fast becoming a tourism attraction in its own right.

But the biggest attraction for True Blue was that the festival celebrates what it means to live in the Whitsundays. They want to help reignite the passion in the community about what it means to live here – in the heart of the reef.

“After all, it’s our reef. We want to show everyone how beautiful it is. It’s what we do on our boats every day.

We take 11,000 people out every year. We show them the beauty of our area and why we love it. And that’s why we decided to get involved in the Reef Festival. We want to shout it out,” Ms Brown said.

The Reef Festival are looking forward to working alongside True Blue to ensure this year’s festival is the best yet. President of the volunteer committee, Margie Murphy thanked True Blue for their sponsorship and showing their belief in the week-long event.

She welcomed them by saying “they are fantastic partners for the festival. They are passionate, committed and are full of inspiring ideas. They are not only willing to help with the financials of the festival, but are really keen to get involved in all the events, and have even offered up their boats to help with the activities.”

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Ms Brown agreed. “We’re really going to get in the spirit. Every year we get so caught up in the day-to-day running of the business, we’ve missed enjoying the festival, but this year will be different.”

The partnership has given the festival committee the ability to plan an amazing event. They are just about to announce a huge line-up of performers and events that will keep locals and visitors entertained from 1-8 August.

For festival updates, where to stay and what to do during the festival, visit [www.whitsundayreeffestival.com.au](http://www.whitsundayreeffestival.com.au) or like their Facebook page.

Any businesses interested in sponsoring the festival should email [secretary@whitsundayreeffestival.com.au](mailto:secretary@whitsundayreeffestival.com.au)

**IMAGES:**

Image A

PARTNERSHIP ANNOUNCED: The Whitsunday Reef Festival are thrilled to announce local charter company True Blue Sailing as the partners for the 2014 event, running from 1-8 August.

Image B

EXCITED: The True Blue crew and Reef Festival committee are really excited about working together to bring the Whitsunday community the best festival yet.

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