

MEDIA RELEASE

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BLOG YOUR WAY TO A HOLIDAY...

APOLLO MOTORHOME HOLIDAYS OFFERS AUSTRALIA'S RICHEST MOTORHOME HOLIDAY PRIZE

Would-be road-trippers are being encouraged to post online blogs, photos and videos in which they fantasise about taking the ultimate holiday in a motorhome, in the hope of winning Australia's – and possibly the world's – 'richest' motorhome holiday competition.

The \$23,000* grand prize will allow the winners to take a luxury six-berth Apollo motorhome** 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.

Apollo CEO Luke Trouchet said the competition had been created to showcase the motorhome holiday experience offered by three of the company's brands – Apollo Campers, Cheapa Campa and Hippie Camper.

"Research shows more Australian's are choosing to take a motorhome holiday with family and friends," Mr Trouchet said.

"There's a hint of nostalgia for sure, but our vehicles are so well-appointed people also enjoy the most flexible and comfortable holiday possible."

"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," he said.

The competition opened January 1st and closes December 31st 2012. Entries can be made via www.facebook.com/ApolloCamper; www.facebook.com/LikeCheapaCampa; or www.facebook.com/HippieCampers. Monthly prizes will be awarded comprising of \$50 Amazon gift vouchers throughout the competition period.

Apollo has locations throughout Australia, New Zealand, the United States and Canada. For more information call +61 7 3265 9200, visit the websites – www.apollocamper.com

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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.