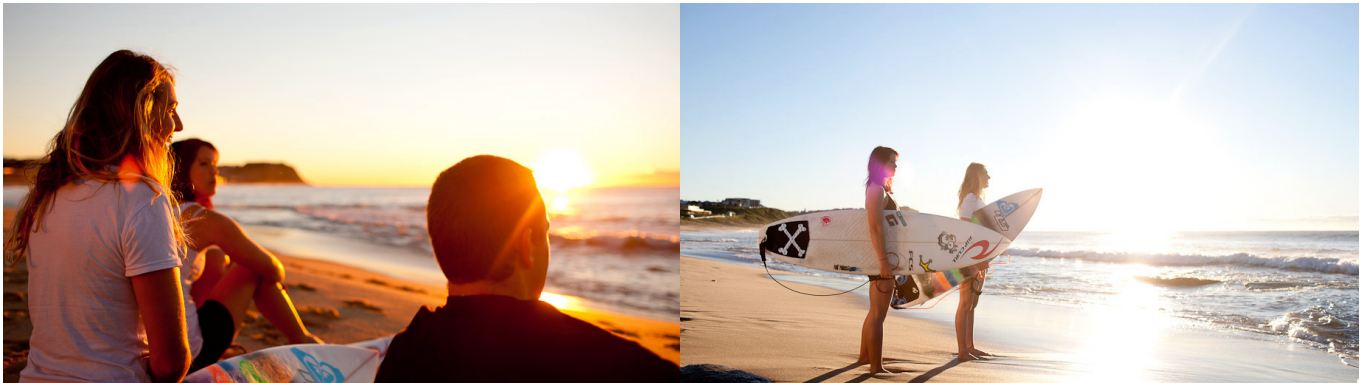


# MEDIA RELEASE

25 February 2011



SYDNEY TO BRISBANE, AUSTRALIA



## Pacific Coast Legendary Online Competition Launched

*In conjunction with Surfest, win a five night surf road trip adventure along the Legendary Pacific Coast*

To celebrate the upcoming women's pro surfing event at Merewether Beach, Newcastle (15 – 19 March), the Legendary Pacific Coast Touring Route, Commonwealth Bank and Backpacker Campervans have launched a fun and easy online competition.

In 25 words or less tell us why you love The Legendary Pacific Coast.

Two major prizes are on offer valued at over \$2000 each and include;

- Five night Backpacker Campervan hire
- Five night's accommodation at various locations along the Pacific Coast
- Commonwealth Bank Visa Debit Card with \$250 credit
- Surfest t-shirt prize pack
- Six bottle of Hunter Valley wine
- Learn to surf lesson at Angourie
- Entry into Australian Reptile Park

This prize encourages winners to experience some of the best of the Pacific Coast including Angourie, legendary amongst the surfing community for its superb breaks and natural beauty; Lennox National Surfing Reserve, just north of Ballina; Crescent Head with one of the longest and most classic right hand point breaks in Australia as well as the Hunter Valley, Port Stephens and Central Coast.

All promotion for this competition will be online utilizing social media channels such as Facebook and Twitter. All support from industry and media is encouraged including newsletter snippets, Facebook sharing or tweeting out to followers. Please check out <http://www.facebook.com/LegendaryPacificCoast> and <http://twitter.com/pacificcoastaus>

To enter visit [www.pacificcoast.com.au](http://www.pacificcoast.com.au) entries open 5pm Friday 25 February until 5pm Wednesday 9 March with winners announced Thursday 10 March.

*Pacific Coast media famils and Surfest media famils and passes are available. Enquiries and further information including images should be directed to [enquiries@pacificcoast.com.au](mailto:enquiries@pacificcoast.com.au) or contact Sheridan Ferrier on 0437 478 393.*

**SEE WHERE IT TAKES YOU**

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