

## **Kimberley Moon Experience concert wins tourism award**

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**TOP SHOW:** The Airnorth Kimberley Moon Experience concert has won the 2007 WA Tourism Awards Festivals and Events category.

**THE sky's the limit for the Airnorth Kimberley Moon Experience concert, winner of the 2007 WA Tourism Awards Festivals and Events category.**

Announced this week at a black-tie gala dinner, held at Burswood Entertainment Complex's Grand Ballroom, the victory is now the third win for the Kimberley Moon Experience in the past five years, elevating the event to WA Hall of Fame status and ensuring automatic entry into the 2007 Australian Tourism Awards, being held February, 2008 in Canberra.

On accepting the award, event manager Jay Marie Clifford said: "Winning the award is fantastic, for the region, for the community of Kununurra, for the sponsors and for the many people that were involved in putting this amazing event together; it's like a big pat on the back for Kununurra, to say we too can put on a world-class concert."

Since its humble beginnings in 2001, as an outback dinner for local businesses, the event has evolved into the one of the State's largest annual event-based tourism drawcards.

Staged at the purpose-built Kununurra Community Amphitheatre on the edge of the majestic Ord River, and against the backdrop of a magical full moon, this years

Airnorth Kimberley Moon Experience concert, Saturday, June 2 featured soul diva Marcia Hines, together with James Blundell and a host of talented Australian musicians and entertainers.

Strategically positioned as the closing highlight and pinnacle event of the two-week Argyle Diamonds Ord Valley Muster festival, the concert experienced an unprecedented surge in popularity with more than 3300 attendees – an increase of almost 50 per cent on the previous year.

Thousands of general admission concert-goers converged on the banks of the Ord River to enjoy the concert picnic-style, while 500 black-tie ticket-holders indulged in the **Kimberley Fine Diamonds Corporate Circle**, with an elaborate, locally-inspired, five-star feast under a full Kimberley moon and star-filled sky.

Featuring state-of-the-art lighting and visual effects, with a kaleidoscope of moving images and colour, the concert culminated in a dazzling fireworks display launched from the centre of the Ord River.

An initiative of the Kununurra Chamber of Commerce & Industry, the community-based event attracts thousands of local concert-goers, visiting tourists and corporate VIPs, positively promoting the East Kimberley as a unique tourism destination.

The 2008 Airnorth Kimberley Moon Experience is scheduled for Saturday, May 17, as part of the 2008 Argyle Diamonds Ord Valley Muster being held Friday, May 2 to Sunday, May 18. An exciting mix of high-profile national and local entertainers is to be announced in coming months.

For further details, visit [www.ordvalleymuster.com](http://www.ordvalleymuster.com). For advance ticket enquiries, plus travel, accommodation and local tour reservations, contact the Kununurra Visitor Centre on (08) 9168 1177.

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