

Media release

FOR IMMEDIATE RELEASE

11 June 2016

DOMETIC ANNOUNCE 'FOLLOW THE SUN' WINNERS AT QLD CARAVAN, CAMPING & TOURING SUPERSHOW ON 11 JUNE!

Three lucky winners from Adelaide, Cairns and Innisfail are celebrating winning the road trip of a lifetime after being named the 2016 Dometic Follow the Sun Ambassadors.

Two winners will benefit from a full fit-out with brand new Dometic mobile living products worth up to \$25,000, plus \$10,000 in selected travel expenses, before hitting the road for 13 weeks of adventure.

The third winner will receive the National Breast Cancer Foundation (NBCF) Pink Minnie Caravan and Ford Everest, to drive on their 13 week road trip, plus \$5,000 of Dometic portable products and \$10000 in selected travel expenses.

47-year old 'AdventureMumma' Kate Richards from Cairns will be travelling in the NBCFs Pink Minnie Caravan with her family of four.

Travel writers Grant Hanan, 55 & Linda Bloffwitch, 48, will receive a \$25,000 caravan makeover before travelling down the east coast in their 2009 Traveller Sensation.

And the lucky third winner, the McKkay family from Innisfail, will hit the road in their 2008 Jayco Sterling.

Dometic Australia's Head of Marketing Justine Schuller said she was looking forward to seeing what the new Ambassadors would experience following the success of the previous 'Follow the Sun' campaigns.

"These avid campers will become Dometic Australia's Ambassadors on the trip of a lifetime as they visit some of Australia's most amazing locations, while raising awareness and support for breast cancer research," Ms Schuller said.

“This year’s campaign takes Follow the Sun to a new level – engaging with people on the road all over Australia, creating awareness and raising money for people living with breast cancer.”

All three winners will be touring the country, hosting ‘Follow the Sun – Happy Hours’ at local caravan parks to connect with local residents and tourists.

As well as the ‘Happy Hours’, the Ambassadors will be updating their followers on their travels through continual blogs, social media posts and images shared online so likeminded travellers can see their great adventure unfold.

The 2016 Follow the Sun winners will set off on their travels during August, September and October 2016. www.dometicfollowthesun.com.au

Talent available for interview and / or photographs:

Kate ‘AdventureMumma’ Richards with family, 2016 Dometic Follow the Sun Ambassador / winner

Grant Hanan & Linda Bloffwitch, 2016 Dometic Follow the Sun Ambassador / winner

Cameron & Julie McKay, 2016 Dometic Follow the Sun Ambassador / winner

Justine Schuller, Dometic Head of Marketing

Natalie King, Dometic Marketing Manager

Jackie Horwill, National Breast Cancer Foundation Corporate Partnerships Executive

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Dometic is a global market leader in the mobile living category providing smart solutions that provide people with their essential needs when on the road. Whether in a motorhome, caravan, boat or a truck Dometic is focused on providing solutions in the areas of Climate, Hygiene & Sanitation and Food & Beverage.

NBCF is the national body funding breast cancer research, with money raised entirely by the Australian public, making a difference to people’s lives by working towards zero deaths from the disease by 2030.



NBCF has awarded more than \$127 million to around 430 Australian-based research projects to improve the health and well-being of those affected by breast cancer, with the aim of changing, and saving, lives.