



Embargoed until 11am, Tuesday 7 August

The GKI Revitalisation Plan Needs Your Support!

If the GKI Revitalisation Plan goes ahead it is forecast to generate \$150 million each year into the Central Queensland economy, but the Plan will only go ahead with the support of the community.

Tower Holdings CEO Terry Agnew and Capricorn Enterprise CEO Mary Carroll today called for community support to ensure the Plan becomes a reality.

Mr Agnew said the Plan is a great opportunity for Central Queensland, and it could herald a new beginning for the Region and the state's tourism industry as a whole.

"The GKI Revitalisation Plan would be the first new significant tourism infrastructure in the State for over 20 years, and we're extremely proud to be driving this innovative project which will benchmark environmentally sustainable design not only in Australia, but across the globe," Mr Agnew said.

"It's an exciting time for the Plan as we are on the verge of a creating something really special for the Region. This is a once in a lifetime opportunity so residents need to loudly voice their support."

Mr Agnew said local residents and businesses could show their support by collecting and displaying the colourful GKI supporter posters and stickers.

"We have a range of bright and vibrant posters and stickers available for residents and businesses to collect. The voice of support is not always the loudest so we want to paint the town in colour to show that the Region wants this project," Mr Agnew said.

Capricorn Enterprise CEO Mary Carroll said it is important for the whole Region to get behind the project if they want the Plan to happen.

"Capricorn Enterprise supports this Plan and I would encourage everyone to go to the GKI Revitalisation Plan website, www.gkiresort.com.au, read the Plan and register on the supporter page," Ms Carroll said.



Continues from page 1

“You can also request the posters and stickers online or drop in to Generate PR to collect them in person. We need to grab this opportunity with both hands and ensure that our Region is the next big thing in terms of tourism!”

To find out more information and show your support for the GKI Revitalisation Plan visit www.gkiresort.com.au.

ENDS

MEDIA OPPORTUNITY

Who: Tower Holdings CEO Terry Agnew and Capricorn Enterprise CEO Mary Carroll.

What: Mr Agnew and Ms Carroll will unveil the new GKI Revitalisation Plan supporter materials including community posters and stickers.

When: 11am, Tuesday 7th August.

Where: 130 Victoria Parade, Rockhampton (Front of the Capricorn Enterprise building).

For more information contact:

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