



MEDIA RELEASE

FOR IMMEDIATE RELEASE

Marketing boost for Discovery Festival

March 25, 2019
COOKTOWN

Cooktown's annual Discovery Festival has been given a boost in the lead up to the Cooktown 2020 Festival with a cash injection of \$10,000 from the Queensland Government, via Tourism and Events Queensland.

Tourism Industry Development Minister Kate Jones confirmed the event would receive funding to attract more visitors and create more jobs in the tourism industry. "The Queensland Government supports regional events because they increase local tourism expenditure and support local jobs," Ms Jones said. "The Cooktown 2020 Festival is expected to welcome thousands of visitors to celebrate our nation's history and heritage, bringing a welcome economic boost and showcasing the region's unique tourism experiences."

The \$10,000 funding, from Tourism and Events Queensland's Destination Events Program, will be used for marketing to raise the event's profile for this year and in the lead up to the Cooktown 2020 Expo next year, Cook Shire Mayor Peter Scott said. "The Discovery Festival is one of the region's best-loved and longest running events, and we plan to attract a bumper crowd this year with our extra market presence," Cr Scott said. "This is also a huge bonus in raising the profile of our region and shared history as we move closer to the 250th anniversary of Cook's arrival here and the commemorations planned for the Cooktown 2020 Expo next year."

The three day festival kicks off on Friday, June 14, with a packed day of events aimed to please all ages and budgets. Friday's program includes botanical drawing workshops, river cruises, and the Festival's official opening, which will include live entertainment, marine gunfire and the official welcome to country at William Daku Park.

Cruise into Saturday with community markets, the grand parade, scavenger hunt, the poet's breakfast, cultural tours and workshops, pie and pasta eating competitions, live music, an Indigenous Showcase, fireworks, gold delivery and much, much more. The fun continues on Sunday, with the not-to-be-missed re-enactment of the first reconciliation between the local



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Guugu Yimithirr people and James Cook and his crew at the site of the historic meeting in 1770 on the banks of the Endeavour River.

Cook Shire Council would like to acknowledge the generous support of Tourism and Events Queensland, who have assisted with the marketing of this event, which is set to attract visitors from all over the country. Visit www.cooktowndiscovery.com.au to keep up to date on the developing program of events as well as ticket sales for workshops once they become available.

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