



## **MEDIA RELEASE**

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### **See the Sunrise at Herveys Range**

Channel 7's popular breakfast television show Sunrise will base their Weather Wagon at the popular Herveys Range Heritage Tea Rooms on Tuesday morning.

Sunrise weather presenter Monique Wright will be enjoying North Queensland hospitality and meeting some local characters. She'll be tasting the famous "cat-poo coffee" on the menu at the Heritage Tea Rooms for \$50 a cup.

Sunrise broadcasts nationally providing valuable exposure for the region. Townsville Enterprise Chief Executive Officer Glenys Schuntner said media coverage like this is a driving force behind the region's tourism growth.

"The region has received valuable exposure in all forms of media this year. Tourism Queensland's methodology puts the dollar value of the coverage at \$35 million. This includes shows like the Great Outdoors, Queensland Weekender and Creek to Coast – and positive coverage in magazines and newspapers."

"We'd love to see North Queensland showcased as a region filled with character. It would be great to have a crowd of passionate North Queenslanders at the Tea Rooms on Tuesday," she said.

Allan and Michelle Sharpe from the Heritage Tea Rooms are expecting the Sunrise broadcast to draw a crowd of locals and will be cooking up extra breakfast to cater for the masses.

**ENDS**

**For more information contact Nathan Campbell on (07) 4726 2753 or 0434 182 765**