

## Media release

FOR IMMEDIATE RELEASE

7 June 2016

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

For over thousands of Aussies who registered for the ultimate expenses-paid road trip, the wait is almost over with the winners of the Dometic Follow the Sun competition to be announced at the *QLD Caravan, Camping & Touring Supershow* on Saturday 11 June.

All 30 finalists from across the country will be on the edge of their seats while they wait to hear if they have won. Dometic's Head of Marketing Justine Schuller will reveal the winners on Saturday the 11<sup>th</sup> June at 1pm alongside former AFL legend, and host of *The Great Australian Doorstep*, Peter "Spida" Everitt.

The Follow the Sun Ambassadors will embark on three separate road-trips updating followers with "must see" tourist attractions and destinations, offering off-road and travel tips as well as raising funds and awareness for the National Breast Cancer Foundation.

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

The third winner will tow the National Breast Cancer Foundation (NBCF) Pink Minnie Caravan in a Ford Everest on their 13 week road trip, plus receive \$5,000 of Dometic portable products and \$10,000 in selected travel expenses.

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 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 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 battling one of the most serious health problems in Australia, Breast Cancer.”

The 2016 Follow the Sun Ambassadors will set off on their travels during August, September and October 2016.

Regular blogs detailing the Ambassadors’ adventures will be posted via social media and at [www.dometicfollowthesun.com.au](http://www.dometicfollowthesun.com.au)

The Follow the Sun 2016 winners can be viewed at: <http://www.dometicfollowthesun.com.au>

**Talent available for interview and / or photographs:**

Dometic Follow the Sun winners

Justine Schuller, Dometic Head of Marketing

Natalie King, Dometic Marketing Manager

Jackie Horwill, National Breast Cancer Foundation Corporate Partnerships Executive

Spida Everett, Great Australian Doorstep

**For media enquiries, interviews or photographs please contact:**

Mel Deacon, Managing Director

Tel. (07) 3286 3333

Mob. 0418 814 782

[mel@elevatecom.com.au](mailto:mel@elevatecom.com.au)

Sam Moore, Communication Coordinator

Tel. (07) 3286 3333

Mob. 0452 220 973

[sam@elevatecom.com.au](mailto:sam@elevatecom.com.au)

---

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,