

Mackay Isaac's Lucky Catch & Snap competition launches *FOR IMMEDIATE RELEASE*

It's time to dust off those rods and reels – Mackay Isaac's Lucky Catch & Snap competition launched on Saturday 3rd September!

Over the next 30 days through September and October, the Mackay Isaac Tourism is proud to host the inaugural family-friendly fishing event which is set to be one of the most innovative in Australia!

Predicted to lure thousands of anglers to the Mackay Isaac region, the September school holidays would be a terrific opportunity to catch a few extra days in paradise and discover the Mackay Isaac region's world class experiences.

Mackay Isaac Tourism Interim Chief Executive Officer Tash Wheeler said after years of analysing the regions fishing strategy, Mackay Isaac's Lucky Catch and Snap was an opportunity that was not to be missed.

"All of this would not have been made possible without the investment & support from our partners Tourism & Events Queensland (TEQ), Mackay Regional Council (MRC) and Isaac Regional Council (IRC).

To also be working closely with Silver Lining Strategy and tapping on Info Fish Australia's fishing expertise to deliver this event on our behalf, we could not have been more thrilled," Tash Wheeler said.

"Our long-term vision is to build community pride, gain feedback and grow as a destination event that will attract visitation from right around the country over the coming years," she said.

Proudly supported by the Palaszczuk Government, Mackay Isaac's Lucky Catch and Snap organisers are anticipating that the annual fishing event competition will deliver and pump millions of visitor dollars in the Mackay Isaac region economy.

Mackay Regional Council Mayor Greg Williamson said fishing competitions like this really enhanced the visitor experience and help to build repeat visitation year after year.

"This is a really innovative initiative that we think will take visiting families' holidays to the next level," Mayor Williamson said.

"We can see that the competition will create quite a buzz – you can imagine that there will be plenty of banter and friendly rivalry at our coastal tourism parks as families vie to catch different species and get their entries in," he said.

Winning this catch and release photo competition will be a game of chance. Everyday prizes will be picked based on the type of fish caught, where it was caught and how big it was.

With daily cash prizes, merchandise, and prize packs (potentially a large cash jackpot the end of the 30 days) it promises to be a fishing event like no other.

Isaac Regional Council Mayor Anne Baker said fishing is an integral part for the Mackay Isaac region's tourism offering as it a big draw card for both tourists and locals alike.

"Australians love their fishing especially Queenslanders, so it makes sense together with Mackay Isaac Tourism we launch Lucky Catch Competition as a way to reel in these keen anglers.

"The competition is a unique way to raise the Mackay Isaac brand and put our region on the tourist map." Mayor Baker said.

The Mackay Isaac Lucky Catch and Snap is supported by the Queensland Government through Tourism and Events Queensland and features on the It's Live! in Queensland events calendar.

_____ ENDS _____

For more information on Mackay Isaac's Lucky Catch and Snap: <https://www.luckycatchandsnap.com.au/>
Use hashtag, #LUCKYCATCHANDSNAP to share your catch!

For further information, please do not hesitate to contact,

Sam Taher | *Communications Officer*

m. +61 (0) 448 994 180 | p. +61 (0) 7 4837 1277 | e. communications@mackayregion.com