

media release

9 January 2007



SOUTH BANK A PRIME SITE FOR AUSTRALIA'S MONOPOLY

South Bank, the people's choice as Brisbane's icon, has launched a public campaign to land a spot on the new Australian Monopoly Here and Now edition game board to be released in June 2007.

South Bank Corporation Chief Executive Officer, Malcolm Snow, said South Bank's acknowledged popularity among Queenslanders and its visitors made it a stand out choice for voters.

"South Bank has already been voted by Brisbane residents as Brisbane's icon over the Story Bridge, City Hall and the Gabba in a survey conducted just last year," he said.

"We have so much to offer – not just the State's premier cultural precinct, but also Australia's only inner-city beach, 17 hectares of sub-tropical parklands, and our famous harbour set among a fantastic dining and retail precinct.

"We have turned the much loved World Expo 88 site into a new landmark, the ultimate destination for the people of Queensland and visitors from all over the world.

"More than 11 million people visit South Bank every year – and that's why we are campaigning for a place on the Australian Here and Now edition game board," Mr Snow said.

"We need Brisbanites and visitors to get behind South Bank and cast a vote so our capital gets a place on the board."

The Monopoly site allows Australians to vote up to once a day for their favourite landmark or region within a state/territory until February 10, 2007.

The final vote totals will determine which regions are immortalised on the board.

Queensland's potential game landmarks include Brisbane's South Bank, Longreach's Stockman's Hall of Fame, Gold Coast's Surfers Paradise, Sunshine Coast's Australia Zoo, and the Great Barrier Reef.

To have your say, South Bank supporters can visit www.monopoly.com.au for more information, to cast your daily vote and to track the results. The site can also be used to tell family and friends and get them involved.

For more information on South Bank visit www.visitsouthbank.com.au or call the South Bank Visitor Information Centre on 07 3867 2051.

ENDS

Media Enquiries:

Makala Ffrench

Public Relations Assistant

Telephone 07 3867 2017

Facsimile 07 3844 9436

Mobile 0407 645 857

makala.ffmpeg@south-bank.net.au

www.southbankcorporation.com.au

