



Media Release

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Deni Delivers!

It is just a few hours since the 2009 Deniliquin Ute Muster ended and organisers are overwhelmed by its success.

Not only did the Festival deliver a top class entertainment line up but some substantial rainfall throughout the 2 days.

Rain in the drought affected area did not dampen the spirits of over 20,000 attendees who travelled from around Australia and beyond to be part of this iconic Aussie event.

A new Guinness World Record was created on Saturday 3rd October in the RM Williams Bull Ride Arena being the **largest gathering of people wearing blue shearer's singlets**.

Chris Sheedy, official Guinness World Records adjudicator was present to officially sanction the record which resulted in 2,230 people gathered in blue shearer's singlets.

"There's something very special about this iconic Australian record happening right here in Deni. And to have people from all over Australia travelling here and being part of this new Guinness World Record makes it even more amazing," said Chris Sheedy.

Wet conditions prevented organisers from attempting to break its 1999 record of the **largest parade of legally registered utes**.

John Harvie, Festival Director said it was a hard call to cancel the record attempt but the decision was made due to safety risk and possible damage to the site.

"It was a difficult decision to cancel the attempt as we didn't want to let down the thousands of ute goers from all over Australia who were here, ready and willing to be part of it. We thank them for their understanding and support."

"Be assured we are only postponing this attempt until the 2010 Festival", he said.

The Family Camping area significantly increased in size this year with thousands of caravans, sedans, camper trailers and motor homes rolling in.

The ute paddock was again full of colourful utes and their owners.

John Harvie, Festival Director cannot believe the extent of visitors that attended.

"Although ticket sales prior to the event were great we were still a little concerned about numbers due to the economic downturn.

There was a plethora of competitions at the Festival such as the Holden Grunt Off, RM Williams Bull Ride Spectacular, GME Australian National Circlework Championships, Holden Ute Barrel Races, Clarion Go to Wo, the list goes on.

Following just some of the results:

2009 Ute of the Year winner, Robert Martin from Horsley, NSW took home the exclusive title with his impressive 2006 Holden VZ.

National Bundy Ute of the Year winner was a 1997 Holden Commodore VS II owned by Harold Bulman from Narracan, VIC.

The lucky winner of the **Holden SS V Series Ute raffle** worth over \$50,000 was Rachel Landers from Murrabit, VIC.

A very special debut for Deni goers was the unveiling of the **Pontiac-faced Holden SS V-Series Special Edition** on Friday during the Festival.

Festival organisers worked hard to create a jam packed line up of entertainment designed for all ages.

A surprise performance by Doc Neeson and The Angels atop a shipping container in the **Bundy Bar** on Saturday afternoon saw thousands of fans revelling as the legendary Aussie rock band pumped out some of their well known anthems.

The rain and cool conditions Friday night did not deter the thousands of fans during the Country Energy Main Concert with **Troy Cassar-Daley** headlining along with Adam Harvey, The Sunny Cowgirls, Catherine Britt and Kirsty Lee Akers.

Saturday saw thousands more patrons rolling through the gates for the highly anticipated evening concert headlining **Powderfinger** along with **The Angels**, Beccy Cole, Travis Collins and Sinead Burgess.

Festival President, Kathy Simpson was overwhelmed by the incredible support by over 1,000 volunteers from the community.

“The backbone to our success every year is due to our strong community spirit.

If it wasn't for the strong support by so many organisations, volunteers, committee, staff, sponsors and local businesses we could not have done it.

And to all the patrons who have travelled from all over Australia and overseas, we thank you for supporting our town and region,” she said.

Festival organisers will soon begin plans for the 2010 Deniliquin Ute Muster to be held Friday 1 & Saturday 2 October which is sure to bring even more top class entertainment and non stop action.

Artists signed up so far for the 2010 Festival includes Corb Lunde, Kasey Chambers, John Williamson and James Reyne.

Pre Christmas Discount tickets for the 2010 Festival will be on sale November, 2009.

For more information about the Festival go online at www.deniutemuster.com.au or call 03 5881 3388.

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