



PRESS RELEASE

Embargo until 6am Friday 21 August, 2009

Guinness World Record attempt at 2009 Deni Ute Muster

On October 2, 1999, Deniliquin wrote itself into history claiming the **Guinness World Records** title for the largest parade of legally registered utes in the world.

An amazing 2839 drivers took part, clearly establishing Deniliquin as the ute capital of the world.

Since then the Festival has reached new heights with over 7,000 utes counted at the Festival in 2008.

Festival organizers are proud to announce that there will be a new Guinness World Record attempt to officially break their 1999 record of the largest parade of utes.

It will be staged at the Festival site on Sunday 4th October at 9am.

John Harvie, Festival Director and the team are hoping to smash the 1999 record and aiming for 10,000 utes.

“We are calling all ute lovers to make the pilgrimage to Deni this year and be part of the Guinness World Record attempt”.

Official Guinness World Records representative, Chris Sheedy will be present to judge the attempt.

“Since 1999 the name ‘Deniliquin’ has been synonymous with utes and with record breaking,” Sheedy says. “As Australia’s Guinness World Records representative I’m thrilled to have been invited this year to witness such an iconic record being smashed.”

The Festival is a celebration of all things Australian, bringing together the best of the best for 2 days of top class entertainment for all ages including extreme sports action, competitions and the cream of OZ music both days and nights headlining Powderfinger along with The Angels, Troy Cassar – Daley and a swag load more.

Set on the flattest open plains on earth the site includes a huge Family camping area that caters for sedans, caravans, camper trailers and mobile homes so if you don’t have a ute – don’t despair, everyone can still be part of this national iconic event.

Take advantage of Kevin Rudd’s stimulus package and buy your tickets online today to SAVE \$\$ on www.deniutemuster.com.au or call 03 5881 3388. Tickets can also be purchase at selected Sanity Stores.

Friday 2 and Saturday 3 October 2009, located in Deniliquin, Southern Riverina, New South Wales.

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*For media enquiries contact Lou Winter, Marketing Manager
ph: 03 5881 3388
email: louisaw@deniutemuster.com.au*