



## **PRESS RELEASE**

**For Immediate Release 23 June, 2009**

---

### **Kevin 07 invited to Deni Ute Muster heaven!**

**Due to the 'ute-gate' scandal Deni Ute Muster organizers are extremely concerned that the great Aussie ute will get all the blame!**

Festival Director, John Harvie feels that this is the time for Prime Minister Kevin Rudd to get out in to the bush and meet 20,000 plus ute fans at the Deniliquin Ute Muster.

"We invited the Prime Minister last year, but unfortunately he was unable to attend due to other commitments.

"Another invitation was sent to him today to attend this year as we are worried Mr Rudd will lose the love of the ute due to the 'ute-gate' controversy.

We (Deni Ute Muster) and I'm sure thousands of ute lovers would not want that either. Let's get that ute passion back in to Mr Rudd's veins this year at the Deniliquin Ute Muster", he said.

In 1999, the Festival's first year, a new Guinness World Record was created for the largest parade of legally registered utes being 2,839.

Every year since then the Deniliquin Ute Muster breaks that record with an amazing 7,242 utes in 2008.

John Harvie and the team are aiming high in 2009 hoping to reach 10,000 utes.

"We are calling all ute lovers to make the pilgrimage to Deni this year".

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](http://www.deniutemuster.com.au) or call 03 5881 3388.

Deni Play on the Plains Festival & World Record Ute Muster is *Proudly Australian*.

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

**~END~**

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