



MEDIA RELEASE
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A Whole New Adventure!
4WD and Adventure Show
12-14 November 2010, McCallum Park, Perth

Always one of the most popular events in Perth, the 4WD and Adventure Show is back again for 2010 – and this year, it is sporting several new enhancements!

Show Manager Amanda Spencer-Teo can be credited with presenting the biggest 4WD and Adventure Show in Australia, and is now looking to take it to the next level.

Amanda has teamed up with Peter Woods from Premiere Events to put together a 4WD and Adventure Show like no other.

“Over the past few years, the 4WD and Adventure Show has built up into an important event on the calendar, and one that most Western Australians won't miss,” Amanda said. “Now with the contribution that Peter and Premiere Events has added, the Show is going to be bigger and with so much more variety.”

Peter Woods currently manages the Perth Motor Show, Mandurah Boat Show and Motor Bike Show as well as the Perth Truck and Trailer Show. He has a lot of experience in the 4WD industry, having facilitated in setting up the 4WD Association in WA, establishing and advising on 4WD tours and training programs, and providing marketing advice for ARB in WA. He has also been involved in producing various TV series including “Hooked on Adventure” which featured all aspects of 4WD driving and Fishing; as well as currently working on a TV program in the Great Sandy Desert with filmmaker and adventurer Malcolm Douglas.

Peter's background and expertise has allowed a range of new activities and exhibitions to the Show, including the new Tinnie and Tackle Show, and the improved Extreme Show.

“We are introducing a Tinnie and Tackle part of the Show, which has never been seen at the 4WD and Adventure Show before. The Tinnie and Tackle Show brings a new dimension, with an exhibition of tinnies and all the latest in fishing tackle – and all on sale so you can grab a bargain for the Christmas holidays,” Peter said.

“Plus we have revved up the Extreme Show to make it even more action packed! This year we will introduce a new Freestyle Motorcross show, meaning that visitors can still get to see all the 4WD extreme action, as well as the awesome tricks and excitement of freestyle motorcross.”

Held over three big days from 12-14 November, the 4WD and Adventure Show is the one-stop spot to check out all the latest and greatest products, services and accessories for all outdoor lifestyle pursuits.

Exhibitor spaces for this year's Show are filling fast. More information on the 4WD and Adventure Show can be found at www.4wdshow.com.au

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PHOTO: Amanda Spencer-Teo and Peter Woods

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