



'WHAT'S UP DOWNUNDER GETS 10 OUT OF TEN!'

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Well 30 actually! – episodes that is! What's Up Downunder, the premiere Aussie Outdoors Caravan & Camping TV Show has landed on the **Ten Network** with Frankie J. Holden and the crew **Saturday afternoons at 4pm** with the added bonus of a *repeat Sunday Afternoons on the Ten Network's One Digital Channel!*

This new partnership promises more episodes, more airtime, a more diverse audience than ever before – all designed to promote the Caravanning and Camping Industry and lifestyle!

This Entertaining and Informative series has rated very highly for its time slots, which shows the incredible interest Caravanning and Camping generates among Australian audiences.

What's Up Downunder is one of the first truly integrated media, with a TV Show, Website, E-Newsletters, Magazines, Travel Saver Member Card, DVD's and Social Media. The What's Up Downunder weekly TV show combines tips, destinations and the full variety of Holiday Park accommodation available all over Australia, coupled with the shenanigans of Frankie J. Holden's family, our crew and a great list of other Aussie talent. It's a show for the whole family and all ages, and with many special offers and our greatest prizes ever to be won, its destined to be bigger and better than ever in 2012.

A **Major Sponsorship announcement** for What's Up Downunder is **Nissan Australia** who have upgraded their involvement to a major sponsorship / partnership in 2012.

SUV Senior Model Line Manager, Michael Hill, said "we're very happy to be working together, it's a perfect partnership and marketing platform for our SUV range of vehicles - in particular the Pathfinder Ti550. With 7 seat versatility, 3.5 tonne towing capacity and 4x4 capability, the Ti550 is perfect for the adventurous families and grey haired nomads alike, targeted by What's Up Downunder. We're very excited by the partnership".

Our title sponsor, **BIG4 Holiday Parks** has confirmed their support for the third year running. As Australia's favourite holiday park provider they will be showcasing the many features and facilities each of the 180 member parks provide across Australia and how holiday parks have evolved.



General Manager of Marketing, Kari Hunter says 'Our partnership with the What's Up Downunder TV Show is a perfect fit for the BIG4 Holiday Parks brand, showcasing what a great product the holiday park is, but also supporting our ever growing, iconic, outdoor holiday industry in Australia.'

Col Parrôt, the TV Show's Executive Producer agrees, "BIG4 have been fantastic supporters of our TV Show for the last two years and we look forward to continuing our friendship and partnership into the future. The BIG4 brand has been around for a long time, its success is important to the industry as a whole – and we look forward to playing our part in BIG4's and the entire Caravan industry's success".

What's Up Downunder enters its third year in 2012. It was created with the support of State and National Caravan Associations as a multi-media platform designed specifically to support and promote the fantastic lifestyle that is Caravanning, Camping & On the Road Travel - Downunder.

What's Up Downunder begins on the Ten Network Nationally @ 4pm on Saturday the 31st of March 2012.

For general enquiries or to see how you can promote your business (Caravan, Camping, Tourism etc) and support this project, *contact the team at What's Up Downunder:*

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