

TRAC Consulting

PRESS RELEASE

2007 Launch of THE GREAT CORPORATE RACE!

On **Thursday, 22nd February 2007** TRAC Consulting, in collaboration with Quad Park Events and Caloundra Tourism, launched the Great Corporate Race (GCR) as part of the Sunshine Coasts very first NRL pre season game between the Manly Sea Eagles and the Melbourne Storm.

Similar in structure to its television namesake "The Amazing Race", the race involved a series of legs and check points where teams were bound by time or resource constraints to achieve pre set objectives and team based outcomes. Teams competed for outright first position and a series of great prizes which were provided by Telstra Country Wide, The Hyatt Regency Coolum, Club Pelican and TRAC Consulting.

The Race was a huge success and all participating teams have received positive feedback, particularly with reference made to the high level of professionalism provided throughout the event. To quote Emma Jones from Caloundra City Council *"An action packed, thrill seeking, team building adventure" ... "An absolutely incredible day, and I am blessed to have been part of it, Thank you."*

Players from the **Manly Sea Eagles** also lended their support by participating in the race, which was a great bonus for not only the participants but also the GCR. Feedback received from the players were *"one of the best events they have ever participated in."*

Local and interstate media picked up on the event with many of the activities and venues associated with the event well represented. We would like to thank the following venues who made this event possible – Aussie World, Australia Zoo, AVIS, Big Kart Track, Bunnings Caloundra, Cloud Nine Water, Club Pelican Golf, Hyatt Regency Coolum, Quad Park, Smart Stitch, STEALTH Marketing & Design, Telstra, The Natural Foodstore, The Silver Bream, Underwater World, Zone 3 and The Solutions Network Australia.

There were 9 teams competing on the day consisting of Caloundra City Council, PMM Sunshine Coast, Caloundra RSL, Hyatt Regency Coolum, Best Year Yet and Telstra Country Wide. The overall winner was PMM Sunshine Coast, Caloundra City Council second and Best Year Yet third so congratulations to all.

Profits generated from Great Corporate Races support the Solutions Network Australia - Start A Fresh project which provides Crisis Accommodation, Training, Education, and Therapeutic Interventions to Youth in Crisis on the Sunshine Coast. ***The perfect event, building stronger communities through corporate social responsibility!***

We look forward to organising the next GCR and continue to build strong relationships within the Sunshine Coast Community. With the support of local businesses our goal is to develop the product (GCR) as one of this regions most sought after tourism based events and conferencing tools. If you would like to receive information about participating in a Great Corporate Race Event or would like to include your venue as a checkpoint in an upcoming event please phone TRAC Consulting on 07 5494 7102.

ENDS:

Media Contacts:

**Mark & Jeanette Jones – Phone: (07) 5494 7102 or Mobile 0421 688877
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