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Brolga Award success

The Tattersalls Finke Desert Race has triumphed again at the annual Brolga Northern Territory Tourism Awards.

For the second time in three years, 'Australia's Greatest Desert Race' was adjudged the winner in the Significant Events and Festivals category of these prestigious awards.

This category is for those events that create substantial economic impact in the local community, attract visitors from interstate and generate a media profile.

The awards ceremony was held in Alice Springs and was attended by over 300 representatives of the Northern Territory tourism industry.

In accepting the coveted award, Finke Desert Race President Antony Yoffa paid tribute to the many people involved in running this event.

"Along with the organising committee of eight working all year, there are 340 volunteers involved on the race weekend," said Mr Yoffa.

"Our interstate competitors contribute in excess of \$2.5M to the Central Australian economy and the event has a significant media profile".

This award again recognises that the Tattersalls Finke Desert Race is not only a unique sporting event, it is a recognised tourism event.

The Tattersalls Finke Desert Race will now go on to represent the Northern Territory at the Australian Tourism Awards to be held in Sydney in February 2007.

In 2006 there were 536 competitors of whom 65% were from interstate. Media from around Australia attend the event with 88 media personnel accredited this year. The 460km two day race runs along the route of the old Ghan railway line and attracts 12,000 spectators.

The 2007 Tattersalls Finke Desert Race will be held on the Queens Birthday weekend from 9-11th June. This will be the 32nd running of the event and the 20th year of car entries. More details on www.finkedesertrace.com.au

Further information from Antony Yoffa on 0417 851 398