



2012 FINKE DESERT RACE GRID GIRLS MEDIA RELEASE

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FINKE GRID GIRLS GET A FACELIFT

To celebrate the tenth year of the Finke Desert Race Grid Girls in 2012, the Grid Girls page on the official Finke Desert Race website has been re-worked to keep everyone up-to-date with what's happening in the world of the event beauties.

"The Grid Girl page on the Finke website is one of the most popular pages on the website behind the home and results pages" said Race Secretary, Kelsey Rodda.

"It was time to give it a facelift and make it the hub of all things Grid Girl and to really tie in with the dedicated Grid Girl Facebook page, Twitter and You Tube channel they currently have" said Rodda.

The new page on the website has news, photos, videos and information for those interested in being a Grid Girl in 2012 or for businesses looking to sponsor the event in a different way through the girls.

"The page will have something for everyone and we encourage people to log on and check it out. While you're there you can move around the rest of the site and keep updated on all things Finke" said Rodda.

The website is www.finkedesertrace.com.au and follow the link through to the Grid Girls page.

2012 will be a big year for the Grid Girls with everything kicking off when applications open on January 1. There will be two "Application Open Days" as well as great incentives for girls to apply and heaps of things planned for the ten lucky girls who are chosen to be the beauties for the big ten year anniversary.

The selection process will occur straight after entries close on Friday 24 February 2012 and the return of online voting will allow applicants to get their families and friends to help them get a spot in the final ten.

The 2012 Finke Desert Race will be held on Queen's Birthday long weekend 8 to 11 June.

Media enquiries contact Kelsey Rodda on 0408 087 504