



**AUSTRALIA'S GREATEST DESERT RACE  
QUEENS BIRTHDAY WEEKEND 9 – 12 JUNE 2017**

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**Akuna Springs™ quenches racers thirst for Finke**

Media Release | 20 March 2017

The Finke Desert Race Club are thrilled to announce its exclusive Hydration Partner of the 2017 event – Akuna Springs™.

Akuna Springs is pure artesian water sourced from Acacia Hills, 50km South of Darwin NT, Australia. The pristine deep artesian water is drawn from a volcanic rock aquifer that's formation is over 1 million years old. The water contained in the South Alligator Dolostone aquifer is naturally purified over 10,000 years through a series of limestone and quartz rocks.

“Akuna Springs is thrilled to be a part of The Finke Desert Race as the Official Hydration Partner for 2017” said National Marketing Manager, NT Beverages Group Limited, Visha Bhargava.

“We look forward to keeping all the adrenaline enthusiasts of Australia’s Greatest Desert Race, refreshed and hydrated!”

“The Finke Desert Race Club are ecstatic to welcome NT Beverages on board for the 2017 event”, said Finke Desert Race Club Secretary, Claire Ryan. “The responsibility of providing hydration to our competitors is key over Race Weekend after competitors battle it out on the track.”

Entries for the bike event are currently at full capacity with 600 ready to take the grid – with a further 142 cars ready and raring to go. The event is expected to inject \$5M into the local economy during race week in June.

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