



Stuart Ayres

Minister for Trade, Tourism and Major Events

Minister for Sport

MEDIA RELEASE

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BRAVO CHALLENGE TO RETURN TO WOLLONGONG

NSW has shown it is the adventure playground of Australia with the return of the Bravo Challenge to the Illawarra in September 2016.

Minister for Trade, Tourism and Major Events and Minister for Sport Stuart Ayres said the 2016 Bravo Challenge will run over two days and provide participants with a series of physical challenges that will test strength and mental endurance while showcasing the best of Wollongong's natural features.

"I am pleased the NSW Government will be supporting the Bravo Challenge in 2016 which is expected to deliver \$340,000 in visitor impact for the region," Mr Ayres said.

"Regional events are an important part of the NSW Government's plans to strengthen the State's economy through developing a comprehensive events calendar for Regional NSW, and we are delighted the Bravo Challenge will return to Wollongong after its inaugural event in 2015."

Parliamentary Secretary for the Illawarra and South Coast Gareth Ward said the spectacular coastal region represents the ideal location for this event and will provide significant economic benefits to the local community.

"Wollongong is a great adventure escape with plenty of outdoor activities to choose from, not to mention its incredible beaches, great food and wine along with its breathtaking national parks," Mr Ward said.

"Events act as a catalyst to drive visitation to the Illawarra region and I encourage sports enthusiasts across the country to take part in the Bravo Challenge next year."

Destination NSW Chief Executive Officer Sandra Chipchase said: "We are excited to be working with Initiative Sport and Destination Wollongong to deliver another great event that will inspire visitors to explore more of Regional NSW."

More information on the 2016 Bravo Challenge can be found at www.bravochallenge.com.au