

Westpac Rescue Helicopter Service

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MEDIA RELEASE

01/02/2021

OUTDOOR LEISURE SHOW TO PARTNER WITH PRIMEX IN 2021

The Westpac Rescue Helicopter Service is formerly announcing that its Outdoor Leisure Show event will not be proceeding as planned in 2021 at the Bangalow Showgrounds.

As organisers of the Show and in light of the various COVID-19 impacts that have occurred this year, the Rescue Helicopter Service looked at various opportunities for the event to relaunch in 2021. With a focus on supporting local events in the community the Rescue Helicopter Service is delighted to announce an exciting new partnership with the renowned Norco Primex Field Days event held in Casino. This partnership will see past Outdoor Leisure Show exhibitors given the chance to exhibit at Primex with a contribution from their site fees to be donated directly to support the Westpac Rescue Helicopter.

Regional Marketing Manager for the Westpac Rescue Helicopter, Zeke Huish commented: "We have seen a growing challenge to run our Outdoor Leisure Show event successfully in recent years, with the event unable to be staged in 2020 due to COVID-19. The opportunity to partner with Primex and to become one of their tier one charities of choice is very significant and we thank the organisers for their support.

"As part of this transition we hope that many of our past Outdoor Leisure Show exhibitors will welcome the opportunity to display their products at the highly regarded Primex event which attracted 22,500 visitors in 2018."

Primex, along with a number of other NSW Field Days, has been working closely with the NSW Government including NSW Health to enable the events to be delivered in 2021 and provide a safe environment for all exhibitors and visitors operating under an approved CovidSafe Plan.

Primex organiser Bruce Wright commented: "We are pleased to be in a position to 'answer the call' and increase the already well established support Primex offers Westpac Rescue Helicopter, which is one of the most critical community service providers for the North Coast.

"We are working on a dedicated section within the event to accommodate many of the Outdoor Leisure Show exhibitors, offering extensive benefits for all of the expected 400+ trade displays and an estimated 1000 businesses, many from the North Coast region."

With planning for the 2021 event well underway, Expressions of Interest are now open for the Norco Primex event, scheduled for MAY 20-22 at the Richmond Valley Events Centre. Exhibitor prospectus will be available soon with more information available at www.primex.net.au

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