

FOR IMMEDIATE RELEASE

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## **NEW SOUTH WALES INVITED TO “CRUISE FOR A CAUSE” AS DOMETIC FOLLOW THE SUN LAUNCHES IN SYDNEY**

The Australian dream of freely exploring the countryside could soon be a reality for three lucky couples or families, with the Dometic Follow the Sun competition launching in New South Wales.

Dometic will launch its Follow the Sun competition at the NSW Caravan, Camping & Holiday Supershow (9-17 April), which will see three winners embark on an expenses-paid three-month road trip while cruising for a cause.

In their efforts to promote the recreational vehicle industry and mobile living lifestyle, Dometic has joined forces with the National Breast Cancer Foundation (NBCF) to give the opportunity for anyone to win a trip of a lifetime in the NBCF’s show-stopping Pink Minnie Caravan.

All three Dometic Follow the Sun winners will travel through cities and towns across Australia, holding ‘Follow the Sun - Happy Hours’ at various holiday parks, while also spreading awareness about breast cancer and raising vital funds for critical breast cancer research.

Dometic and NBCF are reaching out to the booming \$17 billion, 587,000-strong Australian recreational vehicle (RV) population by giving away two ‘RV RENOs’. Winners receive up to \$25,000 worth of Dometic mobile living products tailored to their vehicles, \$10,000 in selected travel expenses and a chance to help save lives.

The third winner does not need their own RV as they will be provided with the Pink Minnie Caravan (images attached) plus a vehicle to tow it around Australia for the three-month trip.

**(More...)**

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“Together with NBCF we are in search of travel enthusiasts to cruise in comfort in the name of breast cancer research and have a great time seeing the sights of Australia,” Dometic Head of Marketing Justine Schuller said.

“This competition is open to everyone, whether you have a vehicle or not or any caravanning experience, you can enter! You just need a passion for travel and the desire to make a difference to the many Australians whose lives have been impacted by breast cancer.

“We invite everyone to visit Dometic’s stand (280), Ground Floor, JR Fleming stand at the NSW Caravan, Camping, RV & Holiday Supershow, to enter free and potentially be a part of an incredible odyssey.

“Not only do we have the exciting Follow the Sun competition launching, but we are also giving away a pink WAECO 22L icebox daily. You can also purchase a 13L, 22L or a 55L pink icebox, with 25% of every sale being donated to NBCF. This way, everyone can get involved in fundraising for a great cause!”

National Breast Cancer Foundation Corporate Partnerships Executive, Jackie Horwill, said the opportunity for one couple or family to cruise in comfort for a good cause, raising funds and sharing information about the NBCF throughout their journey, makes this competition special.

“There is an enormous and amazing community out there all across Australia living the dream. We are so excited to be able to reach out and take our message to those wonderful people as part of the Dometic Follow the Sun competition,” Ms Horwill said.

**(More...)**



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“We can’t wait to meet our newest ambassadors when they win, because they really are in for a life changing experience and they are going to do some extraordinary things for breast cancer research in this country.”

Competition winners will be notified on 3 June 2016 and the winners will travel from August to October 2016.

To enter go to [www.dometicfollowthesun.com.au](http://www.dometicfollowthesun.com.au) or visit the Dometic Australia stand at the NSW Caravan, Camping, RV & Holiday Supershow, 9-17 April.

**-ENDS-**



Dometic is a global market leader in the mobile living category providing smart solutions that provide people with their essential needs when on the road. Whether in a motorhome, caravan, boat or a truck Dometic is focused on providing solutions in the areas of Climate, Hygiene & Sanitation and Food & Beverage.

NBCF is the national body funding breast cancer research, with money raised entirely by the Australian public, making a difference to people's lives by working towards zero deaths from the disease by 2030.

NBCF has awarded more than \$127 million to around 430 Australian-based research projects to improve the health and well-being of those affected by breast cancer, with the aim of changing, and saving, lives.

**The following video outlines Dometic Follow the Sun and its goal to change lives through supporting breast cancer research:**

[https://www.youtube.com/watch?v=8pEwi\\_rz8HA](https://www.youtube.com/watch?v=8pEwi_rz8HA)

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