



## **MEDIA RELEASE – BEYOND HOTHAM 2010**

**DATE: FRIDAY APRIL 23, 2010**

### **RAVE REVIEWS FOR BEYOND HOTHAM**

It is unanimous - Beyond Hotham should be renamed "Beyond Expectations" after an extremely successful event based at Mt Hotham Alpine Resort recently.

Held over ten days from the 8<sup>th</sup> - 18<sup>th</sup> April, Beyond Hotham offered 4WD enthusiasts, as well as people that have a love for the high country, a unique opportunity to be guided through the beautiful high country region of Victoria.

#### **Event numbers growing**

The organisers of the event, Mt Hotham Resort Management Board, were delighted with its success which has seen numbers increase by 50% each year since its inception three years ago. It's a sizeable operation with 25 vehicles and 50 people taking part, or 80 people if you count the trip leaders, guest presenters and volunteers.

Participants were impressed by the quality of challenging tracks (some of which are not normally open to the public), breathtaking views and the local knowledge demonstrated by the experienced trip leaders from Parks Victoria, Victoria Police, Mt Hotham Resort Management Board and Four Wheel Drive Victoria.

Past state president of Four Wheel Drive Victoria, Mr. Michael Coldham acknowledged: "We are the only state in Australia where access to parks and forests is free. This privilege is very special. So what better opportunity is there than to see and learn about the high country and tracks than here at Mt Hotham."

#### **A 4WD Event For Everyone**

All levels of driving ability and interests were catered for with day and overnight trips departing in and around Mt Hotham Resort. Program highlights included Getting To Know Your Vehicle, Women Behind The Wheel, Gourmet Dinner Under The Stars, Sleepin' Round Expo, a reversing competition, pizza and film nights, happy hours, night drives and photography competitions. There were also programs on geocaching, navigation and alpine ecology.

The diversity of the trips on offer was exceptional, with a focus on early gold discovery, hut history, flora and fauna, safe vehicle recovery, a Light Force night drive and self driving options. Overnight trips on offer included Mayford, Talbotville, and Buckland.

Beyond Hotham was attended by special guests including Mr. Pat Callinan of Pat Callinan's 4X4 Adventures and Mr. Andrew Holbrook from Nissan. Mr Callinan, who is one of Australia's most experienced four-wheel drivers, having edited Australia's top-selling four-wheel drive magazine for eight years, was impressed with his experience. "You ticked the boxes of many a four wheel driver, not the least mine! The result was an extremely informative, good humoured adventure into some of Australia's finest tracks."

The event will be on next year from 7<sup>th</sup> – 17<sup>th</sup> April.

For further enquiries and image requests please contact:

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**HOTHAM**  
Mount Hotham Resort Management