

# Media Release



## **EAT QUEENSLAND PRAWNS ON QUEENSLAND DAY 'Throw a Prawn on the Barbie, Sunday, 6 June, 2010'**

**Wednesday 19 May, 2010.** Queenslanders and their mates are being asked to celebrate their state in a campaign aimed at restoring pride in their post code and prawn industry.

Focussing on Queensland Day that falls on Sunday 6 June, a simple mission has been put in place via the internet asking everyone, the state over, to have a barbie, albeit swapping their snags for locally-caught prawns. This 'online' campaign is collaboration between the Queensland Seafood Marketers Association (QSMA), and the Australian Prawn Farmers Association (APFA) to promote Queensland prawns to Queenslanders.

"When it comes to promoting prawns, the natural place to start was the net," said campaign manager, Ben Hale. Spearheading the activity will be a video on YouTube encouraging Queenslanders to observe their state's foundation day on Sunday, 6 June with a meal of Queensland prawns.

According to Mr Hale, the Queensland Prawns, Queensland Day video takes an entertaining and comical approach to highlight the endearing, 'quirky' habits of Queenslanders – be it their irrational fear of daylight saving or the state's population of deadly native animals.

"The video even manages to take a swipe at the proposed internet filter; arguing that we all have a right to search for prawn online," he said.

Mr Hale said the Queensland Prawns website (<http://www.queenslandprawns.com>) has been designed to encourage people to try their local produce, support local industry and educate Queenslanders about the nutritional benefits of prawns.

"Prawns are a real superfood; zero carbs, one quarter the fat of lean beef, one-seventh the fat of skinless chicken - yet with more protein and fewer kilojoules than beef, pork, lamb and chicken.

"We know that Aussie kids eat way less seafood than they should, and it's a shame because prawns are much easier to cook and prepare than most of us think.

"The website, also carries a strong educational content which gives readers insights and information into the different species – be they Bananas, Kings, Tigers or Endeavours -

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what they should look out for when buying prawns and being able to spot good from bad. Naturally, the site also features recipes, tips on how to peel and store Queensland prawns," said Mr Hale.

Fans are already flocking to Facebook page

<http://www.facebook.com/pages/Queensland-Prawns/251166560828?ref=ts> as well as an event to which all Queenslanders are invited

[http://www.facebook.com/pages/QueenslandPrawns/251166560828?v=app\\_2344061033&ref=ts#!/event.php?eid=275443539765&index=1](http://www.facebook.com/pages/QueenslandPrawns/251166560828?v=app_2344061033&ref=ts#!/event.php?eid=275443539765&index=1).

The video can be seen at <http://www.queenslandprawns.com/queenslandday.html>

Ends

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