



Media Release  
May 25, 2015

## 'Love of Our Land' is Isa Rodeo Mardi Gras Theme

"Love of Our Land" will be the theme of this year's popular Mount Isa Mines Rotary Rodeo's Friday night Mardi Gras, thanks to a partnership with the region's natural resource management organisation, Southern Gulf NRM.

Southern Gulf NRM Chief Executive Officer Mr Andrew Maclean said his organisation was excited to partner with the Rodeo and was looking forward to seeing how creative the community can be.

"Natural resource management is about 'caring for our country', and in doing so, caring for ourselves and our culture'," according to Mr Maclean.

"It's about caring for the environment long-term to ensure we have sustainable and productive natural resources for the future," he said.

"Cattle, tourism and mining all depend on the natural resources of our region – let's celebrate their importance in our region's life. Preserving and protecting our region's natural resources is very important to everyone who lives and works here. We thought "Love of Our Land" would be a meaningful theme for our community."

Natural resources include the air, soil, minerals, water, the landscape, and the plants and animals that live in it. But importantly, the people and the communities of our region have a vital role in natural resource management systems.

Mount Isa Mines Rotary Rodeo Manager Ms Natalie Flecker thanked Southern Gulf NRM for its support of the rodeo's family favourite – the Mardi Gras.

"We are looking forward to seeing how the local businesses, community organisations, schools and clubs who take part in the parade, will embrace the

“Love of Our Land” theme. Our Mardi Gras is getting bigger each year and is an enduring favourite with our locals and visitors alike.”

Please call the Mount Isa Mines Rotary Rodeo office on (07) 4743 2706 to register interest, or email [admin@isarodeo.com.au](mailto:admin@isarodeo.com.au). The Mardi Gras parade is staged Friday, August 12, just before the official opening, winding its way through the streets around Buchanan Park, home of the Isa Rodeo.

The Mardi Gras is free to attend with great cash prizes to be won by the winning floats. After the parade and official opening, Melbourne-based country rockers Deep Creek Road will rock the rodeo stage.

The 2016 Mount Isa Mines Rotary Rodeo will be held from August 12 to 14. For more information visit

[www.isarodeo.com.au](http://www.isarodeo.com.au) or phone (07) 4743 2706. Follow us on [www.facebook.com/isarodeo](http://www.facebook.com/isarodeo); [www.twitter.com/isarodeo](http://www.twitter.com/isarodeo) and [www.youtube.com/mountisarotaryrodeo](http://www.youtube.com/mountisarotaryrodeo)

**For media information and assistance, please contact:**

Susan Fuller, Synergy Marketing & Public Relations

Mob: 0411 463 693 E: [susan.fuller@synergypr.net.au](mailto:susan.fuller@synergypr.net.au)