



MEDIA RELEASE

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POKÉMON GO SAFARI HITS THE MARK AT RED ROCK

North Coast Holiday Parks (NCHP) Red Rock and the surrounding reserve was the scene of a hundred determined and very active Pokémon hunters who clocked up the kilometres walking around the park and reserve area during the park's first-ever Pokémon Safari held over the October long weekend.

The Pokémon Go Safari was popular with parents and children alike who stalked the little critters to the inspiring sounds of local band, *'Easily Distracted'* which entertained the many families and visitors to the area.

NCHP Red Rock Manager Geoff Wruck said the Pokémon Go Safari was a great success with much positive feedback received from both park visitors and community members.

"The energy and level of excitement in the air while people searched for Pokémon in a sunny and safer outdoor location made for the perfect vibe over the long weekend," Mr Wruck said.

"The Pokémon Go Safari was basically like a traditional treasure hunt with a modern twist which really resonated with the kids of today.

"The competition was only open for park guests but many local children also came to take advantage of the Lure Modules we placed to increase Pokémon numbers."

The Pokémon Safari Winners included:

- First place winner Jye Pursch (9 years) from Emerald Beach NSW who caught 279 Pokémon during the Safari and won \$100 for his efforts.
- Second place winners Heath (8 years) and Astrid (6 years) Tyler from Alstonville NSW who caught 220 Pokémon during the Safari and won \$20.
- Third place winner Ethan Pursch (11 years) from Emerald Beach NSW who caught 216 Pokémon during the Safari and won \$20 for his hunting skills.
- Bailey Greene (11 years) from Stanthorpe Qld who won a Pokéball Battery for the most Poké kilometres travelled during the game, (9.12kms).
- Lyla-Rose (8 years) from Pottsville NSW who won the lucky draw of a Pokéball Battery.

Mr Wruck said some firm friendships were made among the children who teamed up during the competition with some already keeping in touch after the weekend despite living many hours from each other. "Red Rock has that effect on people; it's a place where lifelong ties are created," he said.

For more information about other holiday parks within the NSW Crown Holiday Parks group and to book a holiday or a lifetime visit www.northcoastholidayparks.com.au, www.southcoastparks.com.au or www.inlandwaters.com.au.

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