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## Media Release

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### Hot Croc Gives Bite to Mission Beach Film Festival

Award winning advertising agency Hot Croc has extended their talent and creativity to an invaluable sponsorship of the Mission Beach Film Festival.

The festival web site, television commercial, print ads and marketing materials are all being produced with the inventive support of what is arguably the most successful advertising agency in Far North Queensland.

'Frankly, if we had to produce all of the graphics and advertising ourselves and with our limited budget, this festival would not have the professional profile nor the audience reach that it has without the support of Hot Croc' stated Festival Producer Dee Cameron.

Hot Croc's most recent awards demonstrate a commitment and a level of excellence that many Mission Beach businesses and organizations have taken advantage of. In 2009, Hot Croc won the North Queensland Multi Media Awards for Best Brochure (Mi Corp Property), Best Website (Mission Beach Business and Tourism) Best Promotion in Film And Television (Farm Gate Markets) and Best Special Effects – Film and Television (Your Fitness).

Managing Director of Hot Croc, Gary Aylward said they were looking forward to supporting the film festival again in 2010.

'The Mission Beach Film Festival is important to the region. We're very excited to be part of the festival again and hope we can contribute to making the festival bigger and better than last year,' Mr Aylward said.



Hot Croc's genuine interest in the Mission Beach Film Festival will be evident for all to see when advertising and marketing materials appear in the weeks leading up to the Gala Opening Night on Friday 17<sup>th</sup> September. In the meantime, Festival details and Hot Croc finesse can be seen at the festival website.

For further information, please contact:

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