



Media Statement

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For Immediate Release

Lord Mayor segway drives scholarly pursuits

Ever the pace setter, Lord Mayor Campbell Newman today joined international students at Reddacliff Place to trial Brisbane's newest beach craze – a Segway.

The novelty machines supplied by Tangalooma Island Resort and Riverlife were intended to promote Brisbane's relaxed and fun lifestyle to the 1,000 international students attending the information day.

However, the Lord Mayor couldn't help but get in on the act, impressing onlookers with his knack to pick up the Segway and run with it.

Tourism Queensland's international ambassador and Best Job in the World celebrity Ben Southall also joined in on the action.

Tangalooma Marketing Manager Penny Limbach said the segways were a great ice breaker and a chance to introduce international students to the many lifestyle opportunities Brisbane offers.

"In our experience international students love challenges, fads and having fun, traits they obviously share with some of our local dignities too.

"We're taking their photograph as they ride the segways and then superimposing it on a background image of the beach at Tangalooma Resort...the students think it's a hoot!"

The International Student Day is a Brisbane Marketing initiative sponsored by Brisbane City in partnership with Study Queensland and Study in Australia.

ENDS

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