



AAT Kings hits the road with Mix FM's Drive Time radio team

25 November, 2013: Leading guided holiday company, **AAT Kings** (www.aatkings.com) has partnered with renowned radio host, Tim Ross, and the high rating Mix FM Drive Time team for an extraordinary week-long road trip of the southern states that kicked off on Monday 25 November, 2013.

Taking over the airwaves for Rosso on Mix FM's (www.rossoonmix.com.au) final week on air for 2013, two of AAT Kings' passionate and personable Tour Directors and Drivers, Kyle and Paul, will bring to life The Great Ocean Road and several must-see sights of South Australia for Sydney's 106.5 and Melbourne's 101.1 Mix FM Drive Time listeners.

Heading out on the open road in an AAT Kings and Rosso on Mix FM branded coach, the group will travel to a new destination each day and enjoy a variety of adventures visiting local attractions and sharing their amazing stories and discoveries with listeners. Leaving Melbourne behind, Rosso and the Drive Time crew will try their hand at bush tucker and learn how to throw a boomerang in Tower Hill, fine tune their palates and become wine connoisseur for a day in the Barossa Valley, and meet local rangers and get up close to unique wildlife including a colony of sea lions while on Kangaroo Island, all before concluding their journey in the City of Churches otherwise known as Adelaide.

Anthony Hayes, Global Managing Director, AAT Kings said: "Having recently announced the details of our brand relaunch, we're excited to partner with Mix FM and Rosso's Drive Time team to help 'Bring Australia to life' in a fun and interactive format.

"We've got a great week of activity planned for Rosso on Mix with our charismatic Tour Director and Driver helping Rosso discover the many unique towns, great stories and quirky locals they'll meet along the way. Teaming up with Rosso also allows us to promote all of our fantastic partners along the Great Ocean Road, Kangaroo Island and throughout Victoria and South Australia. We are very proud to be Australia's favourite guided holiday company, but we can't grow the market without the help of all of our brilliant partners."

Matthew Granger, National Agency Sales Director, ARN said: "AAT Kings and Rosso's MixFM Drive show is a fantastic fit, and represents another example of ARN creating unique communication solutions for our clients. Just like Rosso, the AAT Kings Tour Directors and Driver Guide's love a laugh and a good story and they're both really passionate about sharing Australia's unique places. We're excited to be working together to bring these adventures to our listeners."

Helping put a smile of people's faces, each day AAT Kings and Rosso on Mix FM are giving five lucky listeners the chance to win an Aussie guided holiday for two valued at \$3990. This week, follow AAT Kings and Rosso on Mix's exciting Aussie road trip by listening to Mix FM 106.5 (Sydney) and 101.1 (Melbourne) from 4 - 7pm weekdays.

For more information, visit www.aatkings.com, call 1300 556 100 or speak to your local sales manager.

Connect with AAT Kings and follow us on Twitter [@AATKings](https://twitter.com/AATKings) or Facebook <http://www.facebook.com/AATKingsAustralia>.

ENDS

The TreadRight Foundation:

The TreadRight Foundation is a not-for-profit organisation established in 2008 by The Travel Corporation (TTC) to undertake conservation work and foster sustainability in the tourism industry. Collectively funded by TTC's family of brands, TreadRight supports projects that fall under the themes of water, biodiversity, leadership and community, and which drive the foundation's vision to preserve the earth's unique environments and diversity for future generations.

To date, TreadRight has donated more than US\$2 million to sustainable tourism projects around the world, in addition to supporting the World Travel & Tourism Council's 'Tourism for Tomorrow' awards. AAT Kings contributes to the research and management of Little Penguins and coastal wildlife in association with Phillip Island Nature Parks. To find out more about the foundation visit: www.treadright.org

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