



Blue Mountains Visitors to Make History at Scenic World

Monday 30 July 2012

The 25 million visitors to Scenic World in the past 67 years have been invited to Make History at the internationally celebrated attraction, as part of a \$30 million redevelopment of the iconic Scenic Railway.

Visitors past and present will be asked to share their memories of Scenic World and the Blue Mountains through photo and video. The best memories will find a permanent home onsite as part of the reimagining of the Scenic Railway.

The Make History campaign is part of the major upgrade which will include a new train to transport passengers down to the ancient rainforest floor in the Jamison Valley, new top and bottom platform with interpretation and a new track.

Scenic World is offering five double tickets from anywhere in Australia to share in the official launch event, experiencing first hand the new train which will continue to be the steepest railway decent in the world at 52 degrees.

Scenic World's Joint Managing Directors, Anthea and David Hammon, said the Make History campaign aims to herald an exciting new chapter for Scenic World while creating a time capsule of Australia's past.

"Our family has operated Scenic World for three generation over the past 67 years so history is very important to us," Anthea and David said.

"Our visitors play a key role in our history so we want to extend our interpretation program under the railway redevelopment to include visitor memories through stories, images and moving footage of the site and the greater Blue Mountains."

Submissions will be displayed on Scenic World's Facebook timeline and viewed by more than 100,000 friends. Some of the entries will also be placed on the attraction's website with curator's selecting the best entries for a permanent onsite gallery.

Competition winners, judged on entries from each decade, will experience the new Swiss-made railway first hand, scheduled to open in February 2013. The prize also includes return domestic flights, transfers, two nights at Lillianfels Resort and Spa, double pass to the exclusive railway launch party, and annual passes.

International visitors who participate will also be in the running to win a unique Scenic World Merchandise Pack as a keepsake of their visit to the Blue Mountains.

To enter, participants can upload images and videos, along with a short description, on a custom-built tab on the Scenic World's Facebook page, www.facebook.com/ScenicWorld and enter via the website www.scenicworld.com.au.

The competition closes on 2 September 2012.

For more information contact;

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Scenic World is open every day of the year and also features the highest skyway in Australia at 270m and the biggest cable car in the country fitting 84 people taking visitors to the Scenic Walkway spanning 2.4km, the longest boardwalk in the Southern Hemisphere.

