

Thursday 21 April, 2011

Tourism Queensland offers a million reasons why it's not too late to enter the Million Dollar Memo

QUEENSLAND, AUSTRALIA: With less than two weeks to go until entries close for the Million Dollar Memo campaign, it's not too late for companies to submit an entry to meet the May 1 deadline, Tourism Queensland CEO Anthony Hayes said today.

Mr Hayes said with the deadline on the horizon Tourism Queensland was geared up for a last minute rush of entries.

"It's not too late to get your entry in - you don't need weeks to pull it together, just grab a video camera and show the world what makes your company great," Mr Hayes said.

"With a million dollars worth of Queensland incentive travel experiences on offer as a reward for hardworking employees, there's no excuse not to enter."

Mr Hayes said a diverse array of companies had submitted entries to date such as architectural firms, beauty salons, property management specialists, aviation operators, construction companies, professional services firms, education providers, gardening centres, advertising agencies, software and game developers, medical centres, recruitment specialists and travel operators.

"So far we have had more than 80 entries from more than 75 companies, and approximately 20,000 employees from these workplaces are in with a chance to win \$AUD1,000,000 worth of travel experiences to Queensland, Australia" he said.

Mr Hayes said the campaign's \$AUD50,000 early bird entries incentive, announced earlier this month, had been drawn and the winning company notified.

"Brisbane-based company Base Architecture was randomly drawn and will get to choose from either a \$AUD50,000 incentive travel experience to Queensland or \$AUD50,000 in Apple vouchers as their prize.

"Director Shawn Godwin is extremely pleased with the outcome and is looking forward to claiming his company's prize.

"One company will have a million more reasons to smile if they win the \$AUD1,000,000 worth of Queensland incentive travel experiences up for grabs through the Million Dollar Memo campaign - companies just need to submit an entry before the 1 May deadline to be in the running.

"As they say, you have to be in it to win it."

To be in the running for the Million Dollar Memo, entrants need to create an entertaining 60 second video that shows what makes their company great and why they think Queensland is the ultimate reward destination. Video entries can be submitted at www.milliondollarmemo.com

The Million Dollar Memo is open to any organisation, company, business or workplace in any country with three or more staff with entries closing on May 1 (9.59AM EDST). The winner of the Million Dollar Memo will be announced on August 31.

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Copies of the memo and information on the competition can be found at www.milliondollarmemo.com
Information about Queensland incentive experiences can be found at www.queenslandincentives.com

Further information

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