

PRESS RELEASE

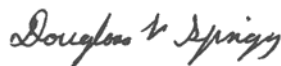
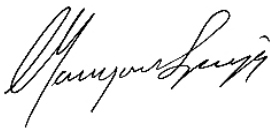
Arkaroola Wilderness Sanctuary's Win at Hotels Association Awards

Marg and Doug Sprigg, Directors of Arkaroola Wilderness Sanctuary, are thrilled to announce their win last night (Tuesday 20 July 2010) in the SA Branch of the Australian Hotels Association's (AHA) Awards for Excellence in Category 19 – Best Tourism Initiative.

“This latest win, in addition to the nomination of the Arkaroola Wilderness Sanctuary as an aspiring Geopark project, underscores the recognition of the importance of this unique and ancient landscape that is so different to the rest of the Flinders Ranges.” Marg Sprigg stated this morning. “It also acknowledges the part we have played, and of our 40 years of the environmental conservation, and also the economic benefits of attracting visitors to the Flinders Ranges region as a whole.”

Our thanks go to the SA Branch of the AHA and the sponsors of the Awards, Coopers, Foster's Group, and Lion Nathan.

Please contact Marg Sprigg on telephone (08) 8648 4848 or email admin@arkaroola.com.au for further information.



Marg & Doug Sprigg,
Arkaroola
21 July 2010