

## MEDIA RELEASE

For Immediate Release

Date: 30.05.11



---

- STARTS -

### **A BIG SHOW FOR THE LITTLE AUDIENCES!**

The Perth Truck and Trailer Show traditionally attracts visitors who are in the market for a new truck or trailer; however this year's Show is one to bring the family to, with the added attraction of the Disney Pixar "Mack the Transporter" Display.

To celebrate the launch of the new Disney Pixar movie *Cars 2*, a replica of the Mack truck from the film will be on display at the Perth Truck and Trailer Show.

Mack The Transporter is a full scale replica inspired by the highly anticipated release of Disney-Pixar *Cars 2* in June 2011 on Disney Digital 3D, the sequel to the Golden Globe winning 2006 release, *Cars*.

See the semi-trailer of Mack the Transporter fold out to reveal a world of entertainment zones and themed activity stations for the whole family. From Lightning McQueen's slot car racing tournament to Mater's Activity Workshop, Doc Hudson's Driver Training Track, Ornament Valley photography, Lizzie's Curio Shop and the ultimate Cars PS3 Racing Championships – there really is something for all ages!

"Anyone with children knows that Disney-Pixar Cars is one of the most popular family movies of our time," said official CARS Truck Tour Ambassador and V8 Supercar driver, Mark 'Frosty' Winterbottom.

"For the first time ever, Australian Cars fans will have the opportunity to get up close and immerse themselves in the Cars universe!"

The Disney Pixar "Mack the Transporter" Display will be on show at the front of the Perth Convention and Exhibition Centre on the Saturday and Sunday of the Show weekend.

#### **Show facts**

The Perth Truck and Trailer Show is held at the Perth Convention and Exhibition Centre, 21 Mounts Bay Road, Perth, from Friday 29 July – Sunday 31 July 2011.

Opening times are Friday 29<sup>th</sup>: 10am-6pm; Saturday 30<sup>th</sup>: 10am-6pm; Sunday 31<sup>st</sup>: 10am-4pm. Tickets are available online at [www.perthtruckshow.com.au](http://www.perthtruckshow.com.au) Ticket prices are: Adult: \$15; Child: \$7; Family: \$40; Pensioner/Student: \$12; Kids under 5: FREE.

Further details on the Perth Truck & Trailer Show can be found at [www.perthtruckshow.com.au](http://www.perthtruckshow.com.au)

- ENDS -



---

**MEDIA ENQUIRIES:**

Peter Woods

Premiere Events

P: (08) 9386 9666

M: 0412 919 660

E: [peter@premiereproductions.com.au](mailto:peter@premiereproductions.com.au)