

OZTENT MATES RATES CAMPAIGN

Reward yourself for camping during the cooler months

At The OZTENT Group we love sharing the wonderful experience and spectacular beauty of the outdoors during winter. So, we've designed a new promotion to encourage more people to go bush through the fresher months. To run nationally from Monday 6 May to Sunday 30 June, through all reputable camping stores, the Oztent Mates Rate Campaign encourages people to stock up on the latest Oztent products and earn some money back for their investment. "While winter camping is very popular in other parts of the world, Aussies tend to like the warmer months, primarily because most products are not as comfortable, reliable and easy to use all year round, as ours", explains Isaac Viglione, Marketing Manager, The OZTENT Group. We also recognised that leading into the end of the financial year people appreciate a good deal; and by combining these two facts we could create something that rewarded our mates for getting out and enjoying the bush during winter."

Unlike most consumer promotions the Oztent Mates Rate Campaign is not about slashing prices. It is designed to add value by rewarding people for buying more high-quality products that encourage more adventure and better experiences. While people can spend as little as \$250 and redeem their invoice for cold hard cash, if they are serious about camping, they can earn up to \$400 back for an investment that would see them completely kitted out and comfortable for winter. For more details pop into your local outdoors/camping specialist or visit <http://www.oztent.com.au>. ~ ENDS ~

ABOUT OZTENT GROUP: The OZTENT Group was founded over 20 years ago by Australian inventor Joe Viglione who, so frustrated while pitching a conventional tent, invented one that took just 30 seconds to pitch. Affectionately named 'the marriage saver' by Joe, the rest of Australia knows it as the Oztent RV Range. The Oztent Group remains an Australian owned and operated family business, providing Australian and international adventurers with a range of tents and outdoor furniture and accessories, designed to create an awesome camping experience. The Oztent Group opened operations in the USA in 2014.

ABOUT THE ORIGINAL 30 SECOND TENT: Oztent is the original, patented 30-second tent. Its unique internal frame and hinge-mechanism eliminated the need (and time) required to thread poles to keep the tent up. Along with its innovative design, Oztent also features heavy-duty materials to withstand harsh Australian conditions.

FOR ADDITIONAL INFORMATION: Including images or video assets, product for photography or trial, and interviews with a camping expert from the Oztent team, please contact Isaac Viglione +61 2 8706-5100 | isaac.viglione@oztent.com or Michael Locke 0438-076-904 | michael@locke.com.au.

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