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## Off Road NZ joins race to be creative

At first glance the launch of a new kart racing venture and wearable art don't seem to be obvious companions. Take a closer look at the Rotorua Wearable Creations 'n' Colour Awards and Off Road NZ's newest adventure product, Raceline Karting, and the similarities between the two seemingly disparate events start to become more apparent.

Off Road NZ and the Rotorua Creative Art Trust quickly realised that the creative thinking needed to launch a new, professionally run unique tourism venture that offers guests a chance to entertain themselves has good synergy with the trust running a long-established, uniquely creative event that delivers a professional and entertaining experience. Hence Off Road NZ has jumped on board as a sponsor of this year's Rotorua Wearable Creations 'n' Colour Awards, August 26-28, to provide a dramatic - and creative - opening sequence for the 2010 show.

As there are two applicants vying for the sought-after Master of Ceremonies role this year, organisers felt an on-stage race-off would add excitement to the opening. The victorious driver will emerge from one of Raceline Karting's brand new 390cc 4-stroke French Sodi karts to become MC for the evening.

Off Road NZ's marketing manager Sandra Blackledge says the directors of Off Road NZ, Ian and Carol Tew, see helping to sponsor the Wearables as a fantastic way to celebrate the opening of Raceline Karting, an exciting new adventure tourism product that will be officially launched with an open day on Sunday, August 29.

"It's great to be involved as a sponsor with an event that gives back to the community, particularly one that's for the betterment of youth. As parents of two boys, we are a family-oriented company and recognise the need for kids to have a focus and a purpose in their lives," says Ian Tew.

Rotorua Creative Art Trust chair Barbara Cook says to have Off Road NZ as a partner in the Wearable Creations 2010 highlights one of the Trust's goals; to have an event that reaches a cross-section of the wider community.

"What Off Road NZ is introducing via the opening sequence is a good fit with the weird and wacky element of the show," says Mrs. Cook. "The Trust also sees it as a very creative way for Off Road NZ to launch their new Raceline Karting product and reach an expected audience of 6000 in an unexpected way."

Mrs. Cook says the Wearable Creations, now heralded as Rotorua's arts 'event of the year', has been held annually since its inception in 2003. The event has gone from strength-to-strength becoming more significant each year. Attracting a host of weird and whacky wearable entries, the creations are paraded on stage as part of a professional sound, light and music show. The main objective of the charitable Rotorua Creative Art Trust event - for the betterment of youth - means money raised from the shows fund an external project linked to local Blue Light Initiatives.

Those attending Wearable Creations 'n' Colour Awards shows at the Rotorua Energy Events Centre, on Friday or Saturday (August 27 or 28), will have the chance to go in a draw to win an Off Road NZ Raceline 10 event for themselves and nine friends worth \$1200. And keen to ensure that the excitement of their Wearable's involvement lasts a little longer, Off Road NZ is hosting a special Raceline Karting open day to be held from 10am till 2pm on Sunday, August 29, at their Mamaku

base. The once only open day price for Raceline Karting will be \$35 for 10 minutes on the circuit. The usual rate is \$67.

Helping to create a carnival-like atmosphere at the open day will be half price Monster 4X4 Thrill Rides and 4WD Bush Safaris, a bevy of Raceline Karting pit girls, kart demonstrations and displays, spot prizes and giveaways, a sausage sizzle and live crosses from The Rock radio station.

Off Road NZ's Sandra Blackledge says the anticipation of suiting up, pulling on a helmet and squeezing into the kart is enough to increase the heart rate. Combined with the squeal of tyres, the G-forces in the numerous hairpin bends and the sensation of ground rush racing along at up to 100kph on the 150m straight just inches off the track, Raceline Karting truly does offer an adrenalin buzz like no other.

ENDS – 723 words

**For further comment, photographs, facts or to arrange a personal media famil contact:**

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Off Road NZ/Raceline Karting

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**Open day quick facts:**

**Date:** Sunday, August 29 – WET or FINE!

**Time:** 10am-2pm

**Place:** Off Road NZ/Raceline Karting, Amoores Road, Mamaku. 20 mins north of Rotorua off SH5.

**Cost:** Free entry. Raceline Karting \$35 for 10 minutes. Usually \$67. All other Off Road products half price.