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The Finke Desert Race Committee, in conjunction with Imparja Television, has launched a new television commercial to promote safety around this year’s race.

Minister for Tourism and Major Events Matt Conlan welcomed the new look campaign which has the key message; ‘Don’t be the Reason’.

“The new campaign sees local and interstate competitors urging spectators to keep well clear of the racetrack and prepare a safe area for their campfire to prevent a bushfire,” Mr Conlan said.

“I also remind spectators who are camping on working cattle stations to respect those properties and to clear their sites and take all their rubbish home.

“As the Finke Desert Race grows, so does the number of spectators so it’s up to all of us to do our bit to protect each other and the environment to ensure this iconic race can continue for many years to come.”

The Tatts Finke Desert Race is Central Australia’s biggest annual sporting event that attracts 700 competitors, several thousand interstate visitors, sees 12,000 people camp out along the track and injects more than $5 million into the local economy.

FDR Committee President Anthony Yoffa said the aim of the new commercial is to encourage everyone to act responsibly.

“Don’t be the Reason is an overarching message which alerts people that being irresponsible could see this great race and great event for Central Australia end,” Mr Yoffa said.

“We don’t want that to occur so we urge everyone to enjoy themselves but stay safe, stay clear of the track, keep an eye on your mates and clean up your rubbish.”

Territory Government provides support to the Tatts Finke Desert Race each year with the facilitating of spectator safety awareness, providing NT Fleet vehicles, computer equipment for race timing, implementing Start/Finish line venue maintenance and event media management to help the event run smoothly, and to promote the NT both nationally and internationally.

The new ‘Don’t be the Reason’ campaign will go to air on Imparja Television in the coming weeks. The commercials can also be viewed on the Finke website at www.finkedesertrace.com.au

The Tatts Finke Desert Race is held from the 8 to 10 June on the Queen's Birthday Long weekend.

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