



MEDIA RELEASE

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**SIMS ANNOUNCES THREE YEAR NAMING RIGHTS PARTNERSHIP WITH FANTASEA CRUISES
FOR ICONIC HARBOUR HIKE EVENT**

Fantasea Harbour Hike and SIMS Marine Festival to be held on Father's Day, 1 September 2013

The Sydney Institute of Marine Science (SIMS) today announced a significant three-year partnership with Fantasea Cruising to become the naming rights sponsor of its iconic Harbour Hike event, held on Father's Day, Sunday 1 September, 2013. The event will now be known as **Fantasea Harbour Hike** in support of SIMS.

According to Professor Peter Steinberg, Director of SIMS, the six figure partnership, which underscores Fantasea Cruising's commitment to Sydney Harbour, will assist in growing the Harbour Hike event over the next three years while engaging Sydney residents and tourists alike in protecting and preserving the harbour.

"It is significant that cruise operator Fantasea is supporting SIMS and the Harbour Hike event which attracts thousands of participants during the walk and at the Marine Festival at Clifton Gardens Reserve on Father's Day.

"Harbour Hike has become an iconic event on the Sydney calendar since the first event in 2011. There is no better way to explore our spectacular harbour than to participate in the 12km hike around the foreshore paths from the Sydney Harbour Bridge at Kirribilli to SIMS at Chowder Bay, Mosman, and then enjoy a Fantasea cruise back to the start line," Prof. Steinberg said.

Fantasea Cruising currently operates eight catamaran boats on Sydney Harbour as well as three on Pittwater at Palm Beach in addition to other marine tourism activities around Australia.

"We're absolutely thrilled to partner with SIMS on the Harbour Hike event and continue our long tradition of supporting marine science while providing exciting ways for the public to enjoy the marine environment," Hume Campbell, CEO of Riverside Marine, Fantasea Cruising's parent company said.

"It's our goal to assist SIMS in educating visitors to Sydney as well as local residents about the importance of Sydney Harbour and at the same time showcase the unique marine environment that is right on our doorstep. As the health of Sydney Harbour is vital to the future development of a sustainable tourism industry for Sydney and we're very proud to play a role in supporting the Sydney Institute of Marine Science in its important work," Mr Campbell said.

Funds raised during **Fantasea Harbour Hike** will directly benefit SIMS' flagship Sydney Harbour Research Program which aims to "future proof" Australia's most iconic waterway. Registration for **Fantasea Harbour Hike** on Father's Day, Sunday 1st September is now open at www.harbourhike.com.au. Registration is limited to the first 3,000 participants.

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About Sydney Institute of Marine Science (SIMS):

SIMS is the premier marine research facility in NSW working to protect and preserve Sydney Harbour as well as our coastline and oceans. The Sydney Institute of Marine Science (SIMS) located on the Harbour foreshore at Chowder Bay was founded in 2005 as a partnership between Macquarie University, the University of NSW, the University of Sydney and the University of Technology, Sydney. The partnership is enhanced by collaborations with several state and federal government departments, the Australian Museum, the University of Wollongong and the University of Western Sydney.

SIMS is an innovative multidisciplinary marine science facility, providing a focal point for world class collaborative marine research, provision of marine research for policy makers and managers, research training and teaching in the marine sciences and national and international collaboration. www.sims.org.au

About Fantasea Cruising:

Fantasea Cruising began operating in Sydney Harbour in 2011 and currently has eight vessels (soon to be ten) based on the harbour as well as three at Palm Beach. Fantasea provides support services to Harbour City Ferries as well as sight-seeing cruises and charters on Sydney Harbour and the regular Palm Beach Ferry service on Pittwater. Fantasea Cruising boats are also based at Magnetic Island, QLD.

Fantasea's parent company Riverside Marine has operated for 87 years and supports the Australian Institute of Marine Science (AIMS) on the Great Barrier Reef as well as providing a range of marine tourism and specialist transport operation services around Australia's coastline. www.fantasea.com.au

About Fantasea Harbour Hike:

Fantasea Harbour Hike started in 2011 with the goal of engaging the general public and tourists in Sydney Harbour's protection and preservation. The 12km walk from under the famed Sydney Harbour Bridge at Kirribilli winds its way along the harbour foreshore paths through Neutral Bay, Cremorne Point, Mosman Bay, Sirius Cove, Taronga Zoo and Sydney Harbour National Park, before reaching the finish line at Clifton Gardens Reserve, Chowder Bay, Mosman, home of SIMS. More than 5,000 people have participated in the Hike with another 10,000+ participants enjoying the SIMS Marine Festival at the finish line at Clifton Gardens Reserve. SIMS Scientists staff ten checkpoints along the hike route, providing information about Sydney Harbour's diverse marine environment.

Fantasea Cruising became the naming rights partner for 2013. Harbour Hike is also supported by the Sydney Morning Herald, Mosman Council, North Sydney Council, National Parks and Wildlife Service, Taronga Zoo, Land's Edge, Sydney Harbour Federation Trust and Climate Friendly.

Fantasea Harbour Hike 2013 will be held on Father's Day, Sunday 1 September. Registration is \$35 for adults and \$25 for children under 12 years and includes a free ferry ticket aboard Fantasea Cruising back to the start line at Kirribilli. Registration is open now at www.harbourhike.com