



## MEDIA RELEASE

### Shire of Esperance

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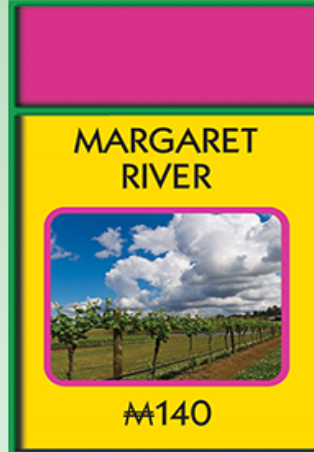
www.esperance.wa.gov.au

14 June 2017

## ESPERANCE IS FOR SALE AT \$160M

The all new Australian Monopoly Game has been released and Esperance is featured as one of the iconic landmarks in Australia. Esperance was nominated amongst several locations across WA in 2016 and three lucky WA towns are now in the pink.

The highest votes were eligible for a place on the new Australian Monopoly Board: Esperance, Broome and Margaret River were the successful WA locations.

 <p><b>ESPERANCE</b></p> <p>AA160</p>	 <p><b>BROOME</b></p> <p>AA140</p>	 <p><b>MARGARET RIVER</b></p> <p>AA140</p>
<p>White beaches, crystal clear waters and a burst of vibrant wildflowers will bring out the nature lover in everyone. The ultimate get-away-from-it-all holiday.</p>	<p>Home to Australia's pearl diving industry, the 'pearl of the north' has a history and melting pot culture just as rich as the gems harvested from the seabed.</p>	<p>Who says you shouldn't mix wine with water? This iconic west coast wine region a day's drive from Perth offers award-winning vino alongside world-class surf breaks.</p>

Esperance has a fantastic reputation as a destination of choice for those who wish to bask on magnificent beaches and be surrounded by breathtaking natural beauty. The competition was run in 2016 with all locations selected by popular vote. The most expensive spaces in the game (Mayfair and Park Lane in the UK version) went to NSW's Sydney Harbour and Orange. The tokens for the game include a barbeque, a kangaroo, cricket bat, kookaburra, a meat pie and surfer.

Shire President Victoria Brown said "It is wonderful to see Esperance earn a spot on the Australian Monopoly board, as it really is a beach and nature lover's dream. It is the epitome of why people come to Australia – to swim in beautiful turquoise waters, hang out with kangaroos on the whitest beaches in the world and to sail around our many untouched islands."

To see the full results visit <http://monopolyaustralia.com.au/index.php>

## Ends

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CC: Information outlining all towns that were originally up for selection and the colours being represented for each state.

The nominations for the next Australian edition include:

- **ACT:** Lake Burley Griffin, Canberra, Australian War Memorial, Floriade, Questacon
- **New South Wales:** Sydney Harbour, Byron Bay, Orange, Coffs Harbour, Lord Howe Island
- **Victoria:** Melbourne, Great Ocean Road, Yarra Valley, Phillip Island, Mornington Peninsula
- **Queensland:** Brisbane, Gold Coast, Sunshine Coast, Whitsundays, tropical North Queensland
- **South Australia:** Hahndorf, Flinders Ranges, Port Lincoln, Barossa Valley, Kangaroo Island
- **Western Australia:** Perth, Margaret River, Broome, Exmouth, Esperance
- **Tasmania:** Evandale, Freycinet, Hobart, Stanley, Strahan
- **Northern Territory:** Uluru, Kakadu National Park, Arnhem Land, Darwin, West MacDonnell National Park

Cast your vote on the Monopoly Australia website from November 1 to 22.

### **Monopoly Australia Poll: State and Territory Rankings**

<b>1.</b>	NEW SOUTH WALES
<b>2.</b>	QUEENSLAND
<b>3.</b>	SOUTH AUSTRALIA
<b>4.</b>	AUSTRALIAN CAPITAL TERRITORY
<b>5.</b>	VICTORIA
<b>6.</b>	WESTERN AUSTRALIA
<b>7.</b>	TASMANIA
<b>8.</b>	NORTHERN TERRITORY