

Media Release

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VicForests congratulates the Alexandra Truck Ute and Rod Show on 20 years

VicForests congratulates the organisers of the Alexandra Truck, Ute and Rod Show on celebrating the events 20th birthday.

Nathan Trushell, General Manager Stakeholders and Planning said VicForests' ongoing sponsorship of the Show is designed to help support the community which has been a timber town for over a hundred years.

"VicForests has been a proud supporter of the Truck, Ute and Rod Show for more than 10 years now.

"It is always a fantastic event which brings together the community with the regions vibrant forest industry.

"We recognise how important the timber industry is to these communities and that is why we continue to support local events such as the Alexandra Truck, Ute and Rod Show.

"Each year, VicForests contributes over \$4,000 to the event as well as supplying the timber for the woodchop and our contractors also get involved by entering their log trucks in the Show.

"There are still many people in and around Alexandra who are connected to the timber industry in some way and we see it as really important to show our support in the areas where we regularly operate," he said.

Last weekend marked the twentieth Alexandra Truck Ute and Rod Show, which began in 1996 as a way to celebrate the town's timber industry during the colder months when it's too wet for harvesting.

Caolan O'Connor, President of the Alexandra Truck, Ute and Rod Show said "We are very grateful to VicForests for their ongoing support of the Truck and Ute show, which only succeeds because of the enthusiastic support received from both our local and national sponsors.

"The benefits of a successful show disperse widely through the community and have a positive impact on local industry, community groups and the visitor economy in general.

"The woodchop event VicForests sponsors is always a highlight of the show and it is great to see VicForests contractors entering their magnificent log trucks in the main event," he said.

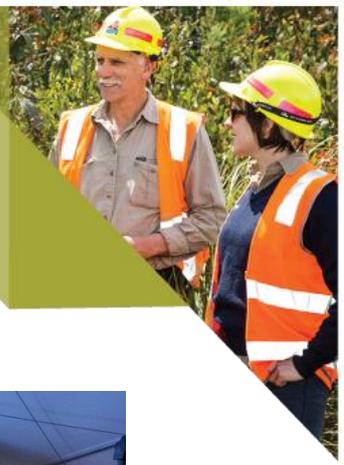
Every year, the main street of Alexandra welcomes over 100 trucks, 200 utes, around 30 hot rods and over 12,000 people as the town transforms into a truckers paradise.

Mr Trushell said that VicForests is an active member of many local communities that they operate in and around.

"Many of our staff, contractors and customers, live and work in these communities.

"There is always a great sense of pride among timber communities with many industry workers fifth or sixth generation in their family," he said.

The timber industry has been a part of Alexandra since the early 1900's and continues to contribute the local economy and attract visitors to the town who come to see the historical sawmills and tramways that were used over a century ago.



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Images (left to right): Gordon Simpson, Alexandra Truck, Ute and Rod show, Nathan Trushell, VicForests, Caolan O'Connor, Alexandra Truck, Ute and Rod show.