



# Press Release

For immediate release

## The name of Australia's most loved Murray River cruising icon has been revived heralding a river renaissance.

Following a change of Ownership in February 2011, the motor vessel Proud Mary has assumed her original, renowned name.

For new marketing Manager of Proud Mary, Matthew Sims, the equity in this iconic Australian brand was too strong to ignore.

"The first thing we did when we took over management was to conduct a brand audit which included market research," reports Mr Sims. "What we discovered even amazed us."

"We found there was exceptional awareness of the brand Proud Mary and the respect and love of the vessel and the river experience it provided was very, very deep.

"For so many South Australian, Australian and international visitors, the name Proud Mary conjures up memories of luxury river cruising and a unique wildlife, cultural and heritage experience unequalled anywhere in Australia – and indeed the world."

The name Proud Mary was dropped in 2007 when it was named Murray River Expeditions. Mr Sims said that change created confusion in the market place with tourists and tourism operators alike.

"While the change of name back to Proud Mary will end the confusion, our revival is more than just a name change. The whole brand is undergoing a renaissance starting from new staff, new gourmet cuisine, new wine lists and a big boost in our level of customer service. It's comprehensive and exciting," says Mr Sims.

The renaissance comes at an opportune time when heavy rainfall in the river's catchment areas of the Darling River and the Victorian alpine regions along the Goulburn River, has provided massive inflows to the Murray, refreshing this famous waterway.

"The wildlife on the river is now so prolific that we can guarantee a unique wildlife experience, along with the cultural and historical discoveries our customers revel in," reports Mr Sims.

"It's a great time to be on the river and we couldn't be prouder to be operating our much-loved better-than-ever river cruising experiences under the iconic Proud Mary name.

"For everyone here at Proud Mary it is definitely a case of 'back to the future' and we look forward to welcoming river lovers onboard for a cruise like no other."

The MV Proud Mary has operated for over 30 years offering lunch cruises as well as 2,3 and 5 night cruise packages based at Murray Bridge, only 45 minutes from Adelaide.

The 18 deluxe cabins, gourmet meals and the vessel's intimate size provide a luxury, boutique cruise option with a strong emphasis on the daily nature-based shore excursions.

The cruises feature ecological walks, aquaculture discoveries from small boat tours into lagoons and inlets, historic township exploration and a visit to the oldest archaeological digs in Australia, the Aboriginal Ngaut Ngaut conservation site.

The Proud Mary is also available for private charter, weddings, corporate events and special events.

**For more information including full itineraries: [www.proudmmary.com.au](http://www.proudmmary.com.au)**

### **Media Contact**

**Matthew Sims: Marketing Director**

**Proud Mary: 206 Magill Road,**

**Norwood SA 5067, Telephone: 08 8406 4444**

**Mobile: 0409 991 884**

**Email: [matthew@proudmmary.com.au](mailto:matthew@proudmmary.com.au)**