

For Immediate Release  
22 August 2023

## Excitement brewing in Bowen for The Whitsundays' Don River Dash 300

Action-packed bikes, cars and trophy trucks event: 8-10 September 2023

The 2023 Don River Dash kicks-off on Friday 8 September, when hundreds of bikes, cars and trophy trucks will descend on the streets of Bowen in The Whitsundays for the fifth-annual [Don River Dash](#) festival race event.

Inspired by the best courses in the world, the Don River Dash is the only two-day off-road race that sees bikes, cars and trophy trucks race a reverse grid format through a multi-terrain natural course.

Open to professionals and hobby-riders, the Don River Dash is a family-friendly event, and entry is FREE for spectators.

Opening day festivities from 5pm-9pm at the Bowen Showgrounds will feature live music from local favourite Mike Vaughan, a come-and-try Yamaha PW50 motorbike experience for kids aged 4-7 years, and the opportunity to meet with drivers and riders and get an up-close look at their vehicles. Don River Dash Eat Street will also be in full swing with everything from light refreshments to tantalising South American BBQ.

This year's nomination numbers have thus far tipped more than 100 in the car divisions. In bikes, almost 250 have nominated, with 43 bikes in the Masters over 45 years division, and 12 nominated in the Ladies Division. Of the 246 nominations for bikes, only 9 are semi pro or pro-riders, with the remainder falling in the amateur or beginner categories.

Don River Dash co-founder and President Michael Marson, gave his comment from, America's longest offroad point-to-point race, Vegas to Reno, and said, 'In our 5th year we are excited for all competitors to experience unique offroad racing in the true natural terrain in one of the most beautiful parts of Australia.'

Legendary off-road racer and VIP Experience owner, Ben 'Grabbo' Grabham has made the Don River Dash a permanent race in the VIP Experience calendar, after Grabbo competed in the Dash for the first time last year.

'Our customers come from all over Australia; they can fly in, race a bike, and then spend the rest of the week as a tourist. There are not too many places in the world where you can experience the thrill and speed of a desert-like race event in a setting as spectacular as The Whitsundays. The event format and the laid-back nature of the local community make it a must-do for any rev-heads that want to combine racing with a tropical holiday,' Ben Grabham said.

Tourism Whitsundays CEO, Rick Hamilton added: "The Whitsundays is renowned for our beautiful beaches and reef and it's fantastic to see events like the Don River Dash drawing huge visitor interest from across Australia.

"Crowds of more than 5000 are expected this year, and we're all revved-up to watch the races over the weekend and enjoy the Friday night festivities.

"Undoubtedly now the pinnacle off-road racing event in Queensland, the Don River Dash has firmly put The Whitsundays on the map of Australian motorsports. It's truly very exciting," Rick Hamilton added.

# MEDIA RELEASE



THE HEART OF THE GREAT BARRIER REEF

Navigating their way through a mixture of sand, rocks and jumps, competitors will return along the northern side of the river bed to complete the 50-kilometre loop of the Don River Dash 300 course. In total, competitors test their skills over two days and across 300 kilometres to answer the ultimate question: Who will be the 2023 King or Queen of the River?

For more information about the 2023 Don River Dash, visit: [donriverdash.com.au](https://donriverdash.com.au).

For more information about accommodation and experiences at Bowen, visit: [tourismwhitsundays.com.au](https://tourismwhitsundays.com.au).

## DON RIVER DASH 2023

OFF-ROAD RACE EVENT FEATURING BIKES, BUGGIES AND TROPHY TRUCKS

WHERE: Bowen Showgrounds, 25 Mt Nutt Road, Bowen, The Whitsundays

WHEN: 8-10 September 2023

WHO: Hobby and professional racers, off-road motoring enthusiasts and action-loving families

INFO: [donriverdash.com.au](https://donriverdash.com.au) or [tourismwhitsundays.com.au](https://tourismwhitsundays.com.au)

### KEY POINTS

- The Don River Dash is the brainchild of motorsport royalty Talbot Cox and Michael Marson. It attracts some of the biggest off-road racing names and is especially unique because professionals and hobby-riders race alongside each other.
- Competitors compete in the dry river bed of Bowen's Don River.
- The Don River Dash is one of only two off-road races with a reverse grid format
- Cars and Bikes race the same track each day, making the terrain unpredictable.
- Located at the tip of The Whitsundays, the Don River Dash provides the perfect opportunity for a stunning holiday and a thrilling race.
- Bowen is easily accessible via the Whitsunday Coast Airport in Proserpine, with daily flights from Brisbane, Sydney and Melbourne.

- ENDS -

To view a Word Document of this release and supporting images, [click here](#).

To view The Whitsundays destination video, [click here](#).

About Tourism Whitsundays: Tourism Whitsundays (TW) is the organisation responsible for destination marketing and visitor attraction for the Whitsunday region. It is the lead agency recognised by Tourism and Events Queensland and the Whitsunday Regional Council to lead the promotion of the region as a tourism destination. Tourism Whitsundays markets all aspects of the region including the Great Barrier Reef, Whitsunday Islands and Coast, accommodation, boating and sailing, fishing, touring, recreational activities, adventure, dining, shopping, weddings and honeymoons, conferencing and business events.

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