



# Media Release

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## **Boss Drover Saddles Up for Outback Adventure**

**Preparations are well underway for The Great Australian Outback Cattle Drive and Boss Drover Bill Willoughby is looking forward to sharing his expertise and love of cattle mustering with visitors to South Australia's Outback from all around Australia and the world.**

The Great Australian Outback Cattle Drive (30 July – 29 August 2010) is the ultimate Outback holiday and Bill Willoughby and his team of experienced drovers (both stockmen and stockwomen) will ensure travellers have the experience of a lifetime.

Bill Willoughby invites anyone with a sense of adventure into a land of myths, escapades and romance, where pioneers once carved out a place for themselves in a harsh landscape with a beauty all of its own.

Climb into the saddle and herd cattle along one of Australia's most evocative stock trails, the Oodnadatta Track, collecting your own swag of adventure stories along the way, Bill Willoughby says.

"I'll be making sure novice and experienced riders alike love living the life of a drover for a few days," says Bill Willoughby.

Each tour is four nights and five days long, with the campsite located on the biggest cattle station in the world - Anna Creek Station. Both experienced and weekend riders, even those who have never ridden before, can be a part of the adventure of The Great Australian Outback Cattle Drive.

Bill is more than qualified to lead this magnificent adventure, having travelled widely around Australia to compete professionally at camp drafting (Australia's own unique sport with horses and cattle) and team roping at rodeos. He has also choreographed horse scenes for Australian films 'The Light Horseman' and 'The Man from Snowy River' and was Horse Master for 'McLeod's Daughters'.

Places are limited, but it is not too late to saddle up with one of Australia's most experienced horsemen. Visit [www.cattledrive.com.au](http://www.cattledrive.com.au) for more details.

**For further information, images and interview opportunities with the Boss Drover contact Michele D'Aloia on 0417 837 896 or [michele.daloia@bigpond.com](mailto:michele.daloia@bigpond.com)**

