



**Media Release**  
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## **Australian Outback Spectacular and Ringers Western Announce Partnership**

The Australian Outback Spectacular is pleased to announce a new partnership with Australian clothing company, Ringers Western coming on board as the presenting partner of the iconic dinner and show.

The Ringers Western brand was born in 2012, on a rugged cattle station in the Kimberley's and provides the clothing market with something that represents not only the iconic symbols of ringers and stockmen, but will also appeal to regular men and women seeking quality clothing with style.

Australian Outback Spectacular General Manager, Shane Phillips said this is a fantastic partnership with both parties sharing a commitment to providing an authentic Australian product.

"We are excited to announce this new partnership with Ringers Western and we look forward to working together with them on some truly incredible projects in the near future," he said.

"Thanks to this partnership, all of our team members at Australian Outback Spectacular and Paradise Country will be dressed in Ringers Western apparel which is ideal as they deliver comfort for the rider both in and out of the saddle."

Ringers Western Founder, Andrew Macdonald said he is delighted to join forces with the Australian Outback Spectacular.

"We are proud to join with the Australian Outback Spectacular and come aboard as the official presenting partner of the fifth installment of their show Salute to the Light Horse – High Country Special," he said.

"Our pursuit is to provide a brand that is tough, adaptable and sometimes cheeky yet still offers class and loyalty to the customer. In seeking a partnership that encompasses the same unique attributes and values, Australian Outback Spectacular was an obvious and exciting choice."

The Australian Outback Spectacular newest show, Salute to the Light Horse commemorates the Centenary of the ANZACs, bringing to life one of Australia's most stirring true stories by paying homage to the heroes of the legendary Australian Light Horse.

Be among the first to see 'Salute to the Light Horse'. Bookings are essential and tickets are selling fast. For more information visit <http://outbackspectacular.com.au/> or 13 33 86.

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