

FOR IMMEDIATE RELEASE

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Have you seen the Blu Emu?

- Sydney Airport's domestic long stay car park to be renamed **Blu Emu Car Park**
- Park for as little as **\$6.33 a day with great online deals**
- Find and name the **Blu Emu** and win **\$5000**



Sydney Airport's domestic long stay car park has rehatched as the Blu Emu Car Park, with rates as low as \$6.33 a day.

"We are investing \$1.2 million in expanding the car park and upgrading the lounge and bus shelters," Sydney Airport chief executive officer Kerrie Mather said.

"As we are giving the car park a facelift, it seemed right to give it a new name as well and we wanted a name that was Australian and hard to forget."

"Blu Emu is aimed squarely at the domestic leisure market, with drive up rates as low as \$26 a day or as little as \$6.33 if you book online at www.bluemu.com.au.

"Low cost carriers have changed the domestic aviation market and our budget traveller market has grown as a result. We've therefore focused on providing a product that caters to this market.

The Blu Emu Car Park has space for 5,448 cars, plus a further 246 spaces under shade. A free shuttle – the Blu Emu Express – runs to the domestic terminal every eight to 12 minutes during peak times.

Sydney Airport is holding a competition to name the Blu Emu, with customers encouraged to report sightings and send in name suggestions on Twitter and Facebook for a chance to win \$5000.

"The Blu Emu will be appearing at the airport over the coming weeks and we're encouraging everyone to get creative and help us name our new emu – and try the new Blu Emu Car Park when you're next travelling through Sydney Airport," Ms Mather said.

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