



WINNERS OF NATION-WIDE SEARCH FOR AUSTRALIA'S HOTTEST GINGER ANNOUNCED

After a three-month search, over 2,300 entries and nearly 300,000 votes, the winners of Buderim Ginger's world-first competition to find **Australia's Hottest Ginger** have finally been announced.

Broadcast today in Brisbane's King George Square, Bec Mountford and Nicholas Glen have taken out the coveted titles for the male and female categories of the competition. Not only will they receive a share of the \$15,000 prize pool, the ginger-haired pair will each become the newest faces of *Division Model Management*, with an exclusive 12-month modelling contract.



Hailing from Perth, female winner **Bec Mountford** describes herself as a 'proud ginger' and can't wait to begin her dream modelling career with *Division Model Management*.

On being a ginger the occupational health student says, "Growing up, you're different to everyone and you want to dye your hair, so it's great to have someone say - No you're hair rocks." Bec stand loud and proud as gingers and push away the ridiculous claims that have followed ginger people everywhere.



Taking the crown for Australia's Hottest Ginger (Male) is **Nick Glen**, a Newcastle local currently based in Sydney. Studying to become a veterinarian, Nick says he entered the competition to disprove the rumours about red-heads being "ugly" and thought that it would be "a bit of fun". Nick describes himself as a born and bred ginger and is proud of his gingivitis. Copping a lot of slack for being a ginger in high school, Nick is now an advocate for gingers with a passion for finally breaking down the walls of gingerism.

The competition was launched by Iconic Aussie Brand Buderim Ginger to not only celebrate the release of their new ginger beer, but to celebrate *all things ginger*.

Along with a 12-month modelling contract, competition winners will also win their share of the following prize pool:

- Over \$300 worth of **John Frieda's** Radiant Red Colour Protecting Range
- \$480 worth of **Juuce** hair care products
- A \$250 Summer wardrobe from **Assembly Label**
- A stylish \$350 wardrobe courtesy of **Isabel & I**
- \$150 **FABY** Nail Lacquer packages
- **Yes to Carrots** skin care packages valued at \$80 each
- A 3-month supply of body scrub courtesy of **The Humble Bean**
- **Buderim Ginger** products

In conjunction with the Australia's Hottest Ginger competition, **Buderim Ginger**, also ran competitions to find, **Australia's Hottest Ginger Mo** and **Australia's Hottest Ginger Pet**. Australia's Hottest Ginger Mo was won by Brisbane man Michael Collie and Australia's Hottest Ginger Pet was won by the ginger pooch Tamaruke Chili.

In the last 73 years, Buderim Ginger has grown from a small farming community and ginger growers cooperative to one of the world's largest suppliers of ginger. Today, the fine purveyors of all things ginger, Buderim Ginger produces an impressive variety of Australian favourites, from its infamous ginger beer and ginger snack range, to the brand's original ginger marmalade.

This Summer, Buderim Ginger will unveil a new look 250ml slimline can boutique ginger beer. Crafted like no other, the non-alcoholic Buderim Ginger Beer is made with only the freshest real Australian ginger and no artificial colours or flavours. The new recipe continues Buderim Ginger's legacy of keeping it real and sticking to what Australia's favourite ginger brand does best.

For more information about Buderim Ginger visit <http://www.buderimginger.com/>

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