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## **MEDIA RELEASE**

### **Perth Mint and Willie Creek Pearls unite to dazzle tourists**

Premier Western Australian destinations The Perth Mint and Willie Creek Pearls have teamed to create tour offerings which showcase two of the State's prized treasures – gold and pearls.

For close to 30 years, The Perth Mint has shared the legends and milestone events in the State's gold mining industry through its multi-award-winning Gold Exhibition, highlighting the State's golden history through entertaining and interactive multimedia displays, hourly gold pouring performances, glittering gold displays and the world's largest gold coin valued at more than \$70 million.

Similarly, WA family-owned and operated Willie Creek Pearls has been delivering award-winning tourism experiences in Western Australia for 30 years and is a pearl farmer operating commercially in Australia's North-West. Showcasing the complete pearling process, from shell to showroom, Willie Creek delivers internationally recognised tourism experiences in Broome and Perth, providing exclusive insights into the fascinating world of pearling.

The two-hour '*Treasures of WA*' and five-hour '*Deluxe Discoveries*' joint tours enable visitors to Willie Creek's Elizabeth Quay showroom to discover the history of pearling in Broome, join a pearl master class and harvest a lustrous pearl, then go on to the Mint in East Perth to experience the allure of pure gold, learn how prospectors contracted 'gold fever' in their pursuit of the elusive gold nugget, and why these rare finds ultimately shaped the State.

"Gold and pearls are an undeniably alluring combination in fine jewellery, and the stories of their discovery and transformation are truly fascinating," said Richard Hayes, Chief Executive Officer, The Perth Mint.

"Together with Willie Creek Pearls, we are enhancing our ability to share details of the origins and processes behind these precious resources with the community and visitors to our State in two truly compelling and exclusive offerings," he said.

Willie Creek Pearls Marketing Manager Carol McCracken said it was "pure gold" to partner with The Perth Mint.

"We are delighted to collaborate to offer fantastic experiences for visitors to enjoy," she said.

In championing the nation's gold mining and tourism sectors, The Perth Mint welcomes collaboration with local attractions to enhance the unique offerings for which Western Australia is renowned.

In 2018, it joined the Bell Tower to offer '*Gold n Bells*', then later teamed with Go West Tours and Newmont Boddington Gold Mine to offer '*Mine to Mint*', the first day tour by which people could experience Australia's largest operating gold mine before visiting the nation's oldest operating Mint.

It has also collaborated with the Gold Industry Group in the creation of the '*Heart of Gold Discovery Trail*', a free app that allows people to take an interactive, self-walking gold adventure through Perth between Elizabeth Quay and the Mint.

'*Deluxe Discoveries*' and '*Treasures of WA*' are now available. Book today at [perthmint.com/book-now](http://perthmint.com/book-now)

Discover more about Willie Creek Pearls on [williecreekpearls.com.au](http://williecreekpearls.com.au) and The Perth Mint's various attractions on [perthmint.com/visit](http://perthmint.com/visit) and connect with us on [Facebook](#), [LinkedIn](#), [Twitter](#) and [Instagram](#).

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