

**MEDIA RELEASE 5<sup>th</sup> November 2008**

**SEALINK GOES “SUPERGOLD”**

Following direct negotiations with ARTA, SeaLink is pleased to announce their inclusion in the new transport initiative for SuperGold cardholders.

Travel will be free to walk-on passengers and those travelling in vehicles however the benefit does not extend to the driver or the vehicle. Company general manager Donna Gauci said today: “We are delighted that SeaLink has met the criteria of providing a comprehensive, safe and reliable ferry service to Waiheke Island and thereby accepted as a SuperGold card transport provider”. The benefits will apply to all departures to and from Waiheke Island after 9am Monday to Friday and anytime on the weekends and public holidays.

“This is fantastic for island residents and visitors alike” said Mrs Gauci, whose company actively markets Waiheke Island as a visitor destination in a wide range of media. “It is our plan to encourage this target audience to come to Waiheke Island, stay a few days and really enjoy this special place.”

SeaLink expects that once the initial set up is complete it will be in a position to provide the concessions from Monday 17<sup>th</sup> November. “Interested travellers should keep an eye on our website” said Mrs Gauci. “We will look forward to welcoming them onboard.”

SeaLink operates ferry services from Half Moon Bay to Waiheke Island seven days a week and from Auckland City on Friday nights and weekends. For details phone 0800 SEALINK (0800 732 546) or visit [www.sealink.co.nz](http://www.sealink.co.nz)

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