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Premier and Ben take on New York

Premier Anna Bligh and Best Job in the World Winner Ben Southall have taken Queensland to New York in style.

On the first day of Premier Bligh's six day trade mission to the United States Ben and Ms Bligh appeared on the high ranking morning show Fox & Friends.

Fox & Friends is the number one cable news morning program in the United States with almost one million viewers every day.

"Ben and I took the opportunity to encourage every one of those one million viewers to visit Queensland this summer," said the Premier.

"New Yorkers have been freezing in sub zero temperatures so what better time to tell them about our Sunshine State?"

Former Island caretaker Ben Southall is now working as a full time Queensland Tourism Ambassador and he joined the Premier on the beginning of his own tour of the United States for this year's G'Day USA celebrations.

"I will be educating Americans all about all the wonderful places in Queensland I have visited over the last year," he said.

After the successful television show appearance Ben and Ms Bligh travelled the short distance to a freezing Time Square where they handed out Queensland beach bags to sun starved New Yorkers.

"The Big Apple is a wonderful place, but it can also be a pretty cold and grey place to be at this time of year," said the Premier.

"The beach bags contained some details of great new flight deals between Brisbane, LA and New York and we had plenty of interested 'customers'.

"Today was a lot of fun, but Tourism has been through a tough time in Queensland and I want to do everything I can to promote our State.

"That's why we committed \$36 million to the Tourism industry during the last election and it's why I've asked Ben to spend this time in American telling everyone what they're missing and asking them to come visit us in Queensland."

Premier Bligh is currently on a trade mission to the US representing Queensland and supporting the State's companies and industries at G'Day USA Australia Week promotions and events.

G'Day USA: Australia Week events are a unique way to promote Queensland to the US, and run from 9 to 22 January 2010. G'Day USA is the largest foreign country promotion held in the United States and features events held in San Diego, Los Angeles, Palm Springs, San Francisco and New York.

G'Day USA generates media coverage across the US, and is backed by the Australian and State governments.



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