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It's fun to help: Saving the endangered cassowary can win somebody the "best holiday in the world". Tourists enjoy whitewater rafting.

Best holiday lure

HOLIDAYMAKERS the world over have the chance to win a \$15,000 escape to the Far North if they spend \$10 on the endangered southern cassowary.

Tourism Tropical North Queensland has backed the Australian Rainforest Foundation's "Win the Best Holiday in the World" promotion with more than 50 businesses coming on board with flights, adventure tours, five-star accommodation and dining offers.

The winners will be invited to

build their own holiday from a list of Far Northern locations, resorts, tours and luxury treatments.

ARF acting chief executive officer Martin Glass described the promotion as a "win-win" for Far Northern tourism and his foundation, which is campaigning to save the endangered cassowary from "going the same way as the Tasmanian devil, the bilby and the hairy-nose wombat".

Chairman Warren Entsch warned the cassowary's

days were numbered unless everyone pulled together to help protect it. He called on more businesses to lend their support to the campaign.

"Win the Best Holiday in the World" was launched internationally in England late last month and will be marketed around the world, largely via the internet. Its domestic launch was at the weekend.

» To learn more log on to www.win-thebestholiday.com