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of Atherton & Mareeba

### Risqué business part of Field Days fun

BRAS and lingerie are not normally associated with agricultural shows, but Raylene Srhoj wouldn't be anywhere else at this year's Rotary FNQ Field Days.

The Mareeba mum has been a bra-fit specialist for Intimo lingerie for the last five years and has attended Field Days since 2013.

Contrary to stereotypes of big, burly men roaming Kerribee Park at Field Days, Mrs Srhoj said her stall was an increasingly popular stop for rural women and husbands wanting something a little special for their wives.

"People are not expecting to see my store there and they're intrigued and interested to see different things," she said.

"Women are coming along with their partners to Field Days anyway, so it gives them something to look at.

"I've also had men purchase gifts for their partners because they had the chance while they were there. The farmers who come through dote on their wives and it's so beautiful to see.

"For me, it is an opportunity to our bra fitting service and the knowledge that Intimo shares about women's health out to women living in rural communities."

The company campaigns on several womens-specific health issues through its "Intimo Aware" program.

That revolves around encouraging women to speak up against domestic violence, distributing a "Breast Check Card" to promote breast health and supporting women in developing countries by donating both new and pre-loved bras.

Mrs Srhoj said Field Days was the perfect event to network and collaborate with other non-agricultural businesses offering different lifestyle products.

"I worked with Tanya Piggott from Park Lane Jewelry at Field Days in 2015 to share a site," she said.

"We'll do that again this year. It provides a bit of a female hub."

Selling bras, underwear and clothing, Mrs Srhoj said she was looking forward to showcasing her products over three days as Field Days expands this year.





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“People will have more of a chance to get out there,” she said.

“I’ll be able to provide more of a service. It’s a big event for the community and it brings in people from all different areas.

“With that third day, it gives people a chance to come back in again and have a really good look around.”

About 16,000 people passed through the gates at Rotary FNQ Field Days in 2015, with all indications pointing to a repeat of that number this year.

Mareeba Tyrepower, MSF Sugar and Mareeba Mazda are the major sponsors of Rotary FNQ Field Days 2017.

A biennial event, Rotary FNQ Field Days will be held between Wednesday May 24 and Friday May 26, 2017 at Mareeba’s Kerribee Park.

### **ENDS**

*Caption:* Intimo bra-fit specialist Raylene Srhoj will be attending this year’s Rotary FNQ Field Days.

For exhibitor site inquires, contact Bronwyne Snowdon on 0427 998 203 or email [info@fnqfielddays.org.au](mailto:info@fnqfielddays.org.au)

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For more information on Rotary FNQ Field Days, visit [www.fnqfielddays.org.au](http://www.fnqfielddays.org.au)

