**Eddie the Eagle lands on the Gold Coast**

The Eagle has landed! Michael ‘Eddie the Eagle’ Edwards is as unlikely an Olympian as you are likely to find, yet he is **one of the most famous in the world.**

And this week, he has landed on the Gold Coast.

As England’s first ever competitor in the ski jump at the 1988 Calgary Winter Olympics, ‘Eddie the Eagle’ captured the hearts and minds of the British public with his perseverance and determination to compete.

A plasterer by trade, in 1986 he decided he wanted to compete at the Olympics 18 months later. He had **no money, no coach, no equipment and no team.** Undeterred, he did everything he could to make his dream a reality; sleeping in the back of his mother’s cavalier, camping out in a Finnish mental hospital and shovelling snow to afford to practise and prepare for the event.

When Eddie arrived in Calgary he was provided a helmet by the Italian team, while the Austrian team provided his skis. In the 70m event he finished **58th out of 58 to standing ovations.**

Eddie the Eagle has a unique story full of hard work, grit and laughs. Since ‘retirement’ he has performed at a heavy metal rock concert in front of 70,00 people in Helsinki, dressed in a chicken suit to promote tourism to Devon, judged beauty pageants and has been shot out of a cannon in a circus.

This week, he has arrived on the Gold Coast as a special guest speaker at the **2019 Caravan Industry National Conference.** He is set to inspire attendees with his story of perseverance, hard work, and never giving up.

Run by Caravan Industry Association of Australia, the Caravan Industry National Conference is the **premier educational and networking event** for the caravan industry and brings all elements of the industry together including holiday parks, manufacturers, retailers, industry media and more! The 2019 event has attracted **record numbers,** with delegates travelling from all around the country to attend.

To find out more contact jessicab@caravanindustry.com.au