

**Media Release**

**20 July 2017**

**Mildura's new tourism awareness campaign really matters to locals**

Newly formed Mildura Regional Development (MRD) (formerly Mildura Tourism and Mildura Development Corporation) have recently launched the second phase of a tourism awareness television campaign which started earlier this year.

The second phase of the three-phase campaign which airs locally on PRIME7 is aimed at educating viewers on the important benefits tourism has within in the Mildura region and includes many businesses which locals often don't associate directly with tourism. Baldwin Boats, Mallee Meats, Mildura Waves and Slip Rocks Barber Shop positively supported this concept by sharing their own stories on how important tourism is to their business success.

MRD CEO Daryl Buckingham said "The visitor economy is underpinned by many local businesses, so having them involved in the creation of these commercials not only helps spread that messaging but also gets other businesses thinking of how tourism may be contributing to their business."

The campaign which commenced on Sunday 16 July will continue until September with the third and final phase being implemented shortly after that and will run until the end of 2017.

Mr Buckingham said the longer-term benefit of this campaign was the broader awareness of Mildura's business growth, and how important it is in terms of the visitor economy and the choice of businesses the local community can support. "This will ensure our organisation and the region continues to develop sustainable, new business opportunities and allow us to strongly highlight the message of how important tourism is to the economy and the broader community in terms of choice, quality, competitive pricing and ultimately jobs." he said.

*Ends.*