

News Release

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FOR IMMEDIATE RELEASE

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MY HEART LIVES HERE **MAJOR PRIZE WINNER ANNOUNCED**

Destination Southern Highlands (DSH) was delighted, this week to meet and talk to the winner of the My Heart Lives Here Promotion, which took place throughout the month of March.

Overall the promotion saw a total of 21 lucky prize winners throughout the month, with the major \$1000 cash prize going to Anna Byng from Made By Others in Moss Vale. Anna also won a night's accommodation at the Settler's Hut in Berrima, making her eligible for the major prize draw, which took place at Radio 2ST in Bowral on Monday 1 April, with the winner being drawn by Mayor Clr. Juliet Arkwright.



Izabella Lane, Destination Southern Highlands & Anna Byng – Major Prize Winner of the My Heart Lives Here March Promotion

Anna was very excited about her big win and very nervous about having her photo taken, and she will definitely continue to promote the My Heart Lives Here campaign, through her Moss Vale business.

The My Heart Lives Here promotion was part of the ongoing My Southern Highlands campaign which will see a new promotion launched on Monday 14 April. It will be open to all Southern Highlands residents and will centre around building on our visiting friends and relatives (VFR) marketing, with this VFR market bring 47% of all visitors into the Southern Highlands. Details of the new campaign will be published next week.

ENDS

HIGH RES IMAGES

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