

News Release

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FOR IMMEDIATE RELEASE

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SHARE YOUR LOVE OF THE SOUTHERN HIGHLANDS

With all things focusing on Valentines Day, Love is in the Air and Destination Southern Highlands (DSH) has taken the opportunity to launch a fun and innovative new campaign under the successful *My Heart Lives Here* branding, and is asking *members of the local community* to show their love of their region and promote the Southern Highlands through selfie photos in iconic locations.

Just how far are you willing to go to show your love for the Southern Highlands?

This is the question being asked by Destination Southern Highlands Manager Steve Rosa as part of a new marketing initiative being conducted in February and March.

Steve says the campaign is part of the wider My Southern Highlands Ambassador Program and is designed to let residents show their love for all things local, while putting themselves in the running to win \$1000.

“We all know that the Southern Highlands is a great place to live, play and visit, and *My Heart Lives Here* gives residents the opportunity to get creative and share their love of the region with their family and friends along with the rest of the world,” Mr Rosa said.

“We want locals to encourage their friends and family to come to the Highlands and this campaign is a simple and fun way to build community pride. Of course, there are also some fantastic prizes lined up for those willing to go to extreme lengths to show their love for the region.”

\$1,000 will be awarded to the best photo submitted during the seven (7) week promotion along with local hampers for the runners up.

To get involved, entrants must take a selfie photo somewhere in the Southern Highlands and include the *My Heart Lives Here* promotional heart sticker and post it on the My Southern Highlands website, www.mysouthernhighlands.net.au.

My Heart Lives Here Stickers are available from the Southern Highlands Welcome Centre at Mittagong or from Councils Civic Centre in Moss Vale.

The competition is open to everyone who loves the Southern Highlands and will open on Sunday 14 February (Valentine's Day) and conclude at midnight on 31 March 2016.

"We encourage everyone to get out there, get involved and show the world that the Southern Highlands and its community have big hearts," Mr Rosa said.

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MORE INFORMATION & HIGH RES IMAGES

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