

News Release

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This week, Destination Southern Highlands has announced that the search is on for locals to star in the new Winter Short Breaks Promotional Campaign for the Southern Highlands.

“We are looking for couples between the ages of 30-45 and 45-65 years who would like to be included in a photo shoot for the new campaign”, said Steve Rosa, Manager, Destination Southern Highlands. “Selected couples used in the campaign shoot will appear in new television and You Tube commercials as well as in key print and online advertisements. Local talent will help Destination Southern Highlands to generate additional visitation in the coming months and position the Southern Highlands as one of NSW’s premier romance destinations in which to *fall in love*”, Mr. Rosa explained.

“The couples will need to be available for a full day of shooting throughout the Southern Highlands, and with the Campaign theme of Romance, it will be a fantastic fun day for all involved”, he continued.

So, if you’re up for a day of romance and a lot of fun, email Destination Southern Highlands a photo of you and your partner, and include some general information about yourself and your contact details. Expressions of interest close on Wednesday 18 March 2015 – so be quick and you never know you might just be a star in the making! Email address: tourism@wsc.nsw.gov.au

Filming will take place over one day in the week commencing 30 March. For more information and further details contact Destination Southern Highlands – p 02 4871 2888.

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