



# Media release

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FOR IMMEDIATE RELEASE

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## **Truck takes tourism promotion on the road**

TRUCK driver, Graeme Nicholson of Nicholson and Page Transport, couldn't be happier to see cars tailgating him on the highway.

In fact, it's the motorists following him on the highway he is targeting with the new advertisement on the back of his truck, 'Gems of the Clarence'.

Mr Nicholson has turned the back of one of his trucks into a moving billboard promoting the Lower Clarence as a holiday destination.

The advertisement, featuring aerial photos of the Lower Clarence, will be seen by thousands of motorists each week as the truck travelled up and down the coast between Brisbane and Melbourne.

After just one lap of the eastern seaboard, Mr Nicholson said he'd noticed motorists were spending more time tailgating the truck, hopefully to have a good look at the photos.

Clarence Valley Council destination management officer, Lou Gumb, said the offer from Nicholson and Page Transport to promote the Clarence Valley was incredibly generous.

"This is an obvious partnership that will benefit the Clarence Valley, particularly the Lower Clarence," she said.

"Graeme is passionate about promoting the area and approached the Maclean, Yamba and Iluka Chambers of Commerce and council with the idea, and we are so lucky to have his support providing such fantastic advertisement for free.

"It is this type of collaboration we are keen to explore with other businesses in the Clarence."

The truck advertisement carried a specific web address that tourism staff could track to determine how many people had clicked onto the tourism website because of the Nicholson and Page Transport promotion.

If the advertisement proved successful, Mr Nicholson said he'd look at doing the same with other trucks in his fleet.

The aerial photographs were taken by local drone photographer, Jessica Robertson, and will be used in future promotions of the Clarence Valley.

Release ends.



(Unveiling the traveling billboard: From left, Clarence Valley Council destination management officer Lou Gumb, Maclean Chamber of Commerce president Peter Gordon, Graeme Nicholson, photographer Jessica Robertson, Iluka/Woombah chamber President Sonia Deakin, and Mayor Jim Simmons.)

For media inquiries contact Clarence Valley Council communications coordinator, David Bancroft, on 6643 0230 or 0429 104 118.