



Media release

Mayor: Jim Simmons
General Manager: Ashley Lindsay

LOCKED BAG 23 GRAFTON NSW 2460
Telephone: (02) 6643 0200
Fax: (02) 6642 7647

FOR IMMEDIATE RELEASE

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Sharing the good vibes over summer

IT'S no secret the Clarence Valley is a pretty special place for a holiday.

Visitors come from far and wide to enjoy our mountains, rivers and sandy beaches, especially over summer when tourism booms.

But with the crowds, come frustrations. Queues form, car parks fill up, noise complaints rise and patience wears thin.

To encourage good vibes over summer, Clarence Valley Council has launched the *Local Life* campaign.

The key message behind *Local Life*, according to council's general manager, Ashley Lindsay, is for visitors and locals to slow down, be kind to one another and enjoy our big backyard.

"We all know over the holidays it may take longer to find a car park, order a coffee and even catch a wave, but if everyone remembers the simple things, like saying 'hello' and being patient, we can all enjoy the busy holiday period together," Mr Lindsay said.

The campaign also encourages locals to lead by example.

"We can't complain about holiday makers walking their dogs where they shouldn't when locals are doing it too. If we lead by example, our visitors will follow," Mr Lindsay said.

Local Life will be rolled out across council's social media channels, on street banners and in newspapers over the summer.

Real estate agents will also give *Local Life* fridge magnets to holiday renters with the message, 'slow living takes a little practise and a dash of patience'.

Release ends.



SAY HELLO,
Welcome in

Local Life
SHARE THE GOOD VIBES ...

#MYCLARENCEVALLEY

Caption: Clarence Valley Council will roll out the *Local Life* campaign in the lead-up to summer.

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