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## MEDIA RELEASE

29 March 2021

### You in the Huon campaign launched

The Huon Valley Council has launched an exciting new social media advertising campaign highlighting the best reasons to visit our region under its Huon Valley brand program.

The 'You in the Huon' campaign features a series of six video teasers which showcase the Valley's stunning mountain scenery, World Heritage Wilderness areas, world-famous food and cider, adventure and recreational opportunities, and coastline towns and ports.

The teasers were developed by Hobart-based MTS Films and will be promoted across Facebook, Instagram and Youtube, directing people to discover more on the Huon Valley Tas website at [www.huonvalleytas.com/huon-valley-tasmania](http://www.huonvalleytas.com/huon-valley-tasmania).

"The You in the Huon campaign aims to bring awareness of the Huon Valley and its key features and attractions," said Huon Valley Council Acting Mayor Sally Doyle. "The campaign will focus on target markets in the key eastern cities and metro areas of Melbourne, Sydney and Brisbane.

"The Huon Valley brand program offers a valuable opportunity for businesses in the Huon Valley to become Brand Partners. The program is free and provides a range of benefits for your business, including full-page listings with images, and opportunities to become a part of campaign initiatives.

"Local producers, restaurants, retailers, accommodation providers and artists are just some of the examples of local businesses that can benefit from becoming a Huon Valley Brand Partner."

If your business is interested in becoming a Brand Partner, please contact Council's Economic Development Officer at [ecodev@huonvalley.tas.gov.au](mailto:ecodev@huonvalley.tas.gov.au) for further information.

**For more information: Acting Mayor Sally Doyle (03) 6264 0300**

**Communications & Media Officer**

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