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Limestone Coast Regional Brand Launch, 9 December

The countdown is on until the official launch of the Limestone Coast regional brand. The Limestone Coast Collaborative is hosting the launch of the Limestone Coast regional brand on Friday 9 December from 4.00p to 6.00pm at The Main Corner – City Hall Reception, Mount Gambier.

Well known radio personality Ewan Grant will keep proceedings moving, students from the James Morrison Academy of Music will entertain guests and local food and drink will be featured. The launch will be a celebration of the Collaborative's achievements presented by one of the inaugural members, Peta Crewe, official launch of the brand by Wattle Range Council's CEO, Ben Gower, and what happens next presented by the Collaborative's Chairman, Mark Edwards.

Following the launch, the brand will be available, at no charge, for businesses and organisations to use that have a substantial presence in or connection to the Limestone Coast.

The success of the Limestone Coast brand relies on everyone playing a part to drive the future promotion of our world class food, wine, tourism and agriculture. You can play your part by registering to use the brand at www.thelimestonecoast.com.au or emailing lcbrand@lclga.sa.gov.au to express an interest in joining the Limestone Coast Collaborative

"We encourage everyone with a passion for the Limestone Coast to get involved in telling the region's story to the world" Collaborative Project Officer, Kaye Best said

The launch of the regional brand is the culmination of a two-year project undertaken by the Limestone Coast Collaborative to develop a sustainable regional brand to drive the future of promoting our region's world class food, wine, tourism and agriculture. This project was supported by PIRSA's Regional Development Fund.

The Limestone Coast Collaborative is a group of enthusiastic organisations and individuals who came together to help shape our region's future image. The Collaborative aims to raise the profile of the Limestone Coast region through the development, promotion and integration of the food, wine, tourism and agricultural sectors.

For more information on the Collaborative visit www.thelimestonecoast.com.au

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