

MEDIA RELEASE

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Attention: News Editor

Great Southern stars

Promotional video clips showcasing the attractions of the Great Southern are now online through the Great Southern Development Commission (GSDC) website.

Four clips produced and posted by the GSDC take viewers on journeys through the region, featuring the natural environment, cultural and heritage connections, and fine regional produce.

Each clip ends at a whimsical sunset feast on a beach.

GSDC Deputy Chair Ross Thornton said the Commission is confident the clips will find an audience online.

“Great Southern people live in a beautiful and bountiful part of the world,” Mr Thornton said.

“We love giving visitors a warm welcome into the region, and these videos give us a new way to extend that welcome online.

“The video clips will help the Great Southern to achieve the vision articulated in the *Great Southern Regional Investment Blueprint* that the region will be recognised internationally as a natural choice for opportunity and lifestyle.”

Mr Thornton said the videos were produced in the region using local talent.

Viewers are encouraged to share links to the clips through social media to promote the region to their online friends and networks.

Access the clips through the GSDC website at www.gsdc.wa.gov.au or at www.vimeo.com/gsdcc.

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