

**News Release**

1 February 2012

**SPOTLIGHT ON MANSFIELD'S HIGH COUNTRY**

Mansfield's High Country has beamed into the living rooms of homes around the country with Sunrise's Grant Denyer taking a week out to accompany Tom Burlinson and Charlie Lovick on a ride around the old haunts of the Man from Snowy River Movies.

Numerous live crosses each morning have showcased the beauty of the region, with the iconic Craig's Hut featuring on Tuesday.

Charlie Lovick organised the Sunrise presence, which is being supported by Council's visiting journalist program.

According to Mayor Cr Jeff Whyte the value of the Sunrise opportunity for the region is huge. "You can't have seen the vision and not be inspired to visit," he said.

Council's visiting journalist program has also been busy working on a host of other opportunities to promote the destination and its many experiences.

A visit by freelance journalist Melanie Ball last December will result in a drive story in RACV's Royal Auto March edition. An international UK journalist Lindsay Hawdon who writes the 'have kids will travel' blog for the Sunday Times visited last week and experienced Lake Eildon at its best with an afternoon spent on and in the water.

"The visiting journalist program effectively leverages Council's limited funds and enables us to maximise the value of the resulting publicity and promotion," Mayor Whyte said.

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Photos available: Tom Burlinson with Charlie Lovick at Craig's Hut







