

# *Destination Gippsland Inc.*

## Media Release

***New Gippsland image library goes live***  
**[www.gippslandtourism.net.au](http://www.gippslandtourism.net.au)**

**Immediate Release**

**19 September 2006**

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Destination Gippsland has launched a new website containing over 250 images of Gippsland which can be used for almost any purpose worldwide.

**Gippslandtourism.net.au/images** has a collection of inspiring images including natural attractions, food and wine, art and culture, history and heritage, wildlife and touring experiences - which are available online to travel and tourism industry associations and professionals, media, and anyone else seeking a unique image of Gippsland.

The site is also linked to Tourism Victoria's 'Visions of Victoria' website, which provides a further collection of images of Gippsland and the greater Victoria. Together these two websites showcase the largest collection of Gippsland images.

President of the Twin Rivers Tourism Association and member of Destination Gippsland Inc, Mrs Pearl Findlay-James, said: 'With the Gippsland Brand Campaign about to be revealed in October, we want to ensure that people can access a range of high quality imagery to support the promotional activities that will underpin the Brand Campaign. It also allows us to facilitate consistent branding of the region which will help raise the profile of Gippsland as a holiday destination'.

Mrs Findlay-James went on to say that "With just a click of the button you are able to search, view, select, order and download images and files – its that simple".

Links to Destination Gippsland's image library and Visions of Victoria can be found at:

**[www.gippslandtourism.net.au/images](http://www.gippslandtourism.net.au/images)**

### **Media Enquiries:**

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