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## Gippsland artist stars in new tourism campaign

Highly accomplished sculptor Clive Murray-White of Cowwarr is one of the famous faces featuring in a new Tourism Victoria campaign to encourage visitors to the State and Gippsland region.

The campaign profiles personalities from across Victoria, talking about the attractions and features that make their region a special and interesting place.

The Victorian identities will also feature in national magazine advertisements and tourism publications to promote the State as a key cultural, food, wine and nature tourism destination to both Australian and international visitors .

Mr Murray-White, whose sculptures are collected by Australia's leading public galleries, said he enjoyed the opportunity to share his love of the district and tell the world about his favourite places in Gippsland.

"My marble sculpture studio at the Cowwarr Art Space is open the public, which means that I'm always talking to tourists, suggesting day trips, things to do and best places to eat and stay," he said.

"I have so many favourite haunts – it was difficult to narrow down my list, it's a pretty big and exciting place - Mallacoota at one end, up into the mountains and down to the Lakes and the sea.

"Gippsland is a gourmet paradise and I'm a big fan of the Jindi brie (Gippsland Food and Wine Yarragon) and Narkoojee Wines' cabernet sauvignon and chardonnay varieties which you can buy from their cellar door (and gallery) in Glengarry

"I'm a keen angler, but I sold my boat a few years ago, and now go ocean fishing with a terrific guy known as 'Brick' who runs Mako Fishing Charters at Lakes Entrance. He actually knows where the fish are and I usually come home with a decent catch of snapper.

"I like taking my guests to things like the annual Ride-on Lawnmower Race called the Cowwarr Cutters Cup when a paddock is converted into a racetrack and there's also mountain horse races, local footy games and, of course, the obligatory beer in the public bar of our real country hotels."

Tourism Victoria's Director of Marketing, Don Richter explained that the latest campaign highlights the State's diverse and beautiful regional areas, each with its own character and attractions.

"Having real people talking about why they love where they live is a very powerful way of promoting regional destinations – it comes across as more genuine and visitors can tap into their local knowledge about the best things to do and see," he said.

"The campaign also sends a clear message that many of Victoria's amazing art galleries, restaurants and natural attractions can be found outside metropolitan Melbourne."

To view and download Clive's fact sheet about Gippsland or any others from the 'Few of my favourite things' series, go to [visitvictoria.com](http://visitvictoria.com); or call 132 842 to request your free copy of the collection.

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