

**Title: "Heart of the Mainland" for new banners
and welcome signs in CBD**

This Media Release has
been prepared by
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The Bay Hill and the CBD (central business district) are this week displaying colourful new banner signs for the latest "Heart of the Mainland" theme. New welcome posters appear on the billboards beside SH1 at Washdyke and Redruth.

Vibrant new images have been selected from local shots taken for the campaign and James Smith, Manager of Central South Island Tourism, felt the images best reflect the vibrancy of the district. "We are encouraging people to appreciate their local surroundings; to live, work and play in South Canterbury. The enthusiasm shows through in these images. We are thrilled with the results from working with designer Anna Brensell of Goanna Design and the Timaru District Council".

The new campaign follows on from the previous "Feel the Heartbeat" theme, and as before, was produced by Goanna Design. "It was a logical extension of the previous campaign and a continuation of the theme has also been introduced into the Royal Arcade" says Anna.

ENDS

Photos of banners and signs installed, graphic images

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