

MEDIA ALERT



THE LEGENDARY PACIFIC COAST APPOINTS A NEW PROJECT COORDINATOR TO KICK OFF WITH A \$130,000 MARKETING CAMPAIGN

The Legendary Pacific Coast has appointed a new Project Coordinator, Ms Kim MacDonald who began her new role this month kicking off with preparation of a \$130,000 marketing campaign for November to February 2011.

Ms MacDonald joins the Legendary Pacific Coast after an award winning stint as Tourism Manager for Manning Valley Tourism leading it to victory in the 2011 North Coast Tourism Awards with Tourism Marketing gold for a "Manning Valley Naturally" campaign.

"We are delighted to have Kim on board," said Legendary Pacific Coast board member, Ms Belinda Novicky.

"Kim is a seasoned operator with great energy and enthusiasm that translates into results".

Kim's varied career embraces coordinating large teams with an emphasis on marketing and public relations.

She has also worked as a Public Relations Manager for the World Wildlife Fund in Australia, London and South Africa.

Television, radio, print and on line campaigns will be the emphasis in the new Legendary Pacific Coast during the peak travel period of November to February.

Additionally, Kim is organising inclusion of the Legendary Pacific Coast branding on major billboards along the Sydney to Brisbane route while at the same time finalising major signage campaigns and completion of specific information bays for 2012/13.

The Legendary Pacific Coast is the popular touring drive between Sydney and Brisbane stretching over 900km and embracing the people, places and character for numerous legendary towns and villages.

For more information visit: www.pacificcoast.com.au or contact Kim MacDonald, Project Coordinator on **Mobile: 0428 744 006 or Phone: 02 6550 5136 or**



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