



**MEDIA RELEASE**

**THURSDAY 13<sup>th</sup> JUNE 2019**

**We've got our pies on you Sydney!  
– a cheeky game of I-SPIE on the  
Sydney Opera House during Vivid**

Sydney had its eyes on the pies as a cheeky game of I-SPIE took place in one of Sydney's most iconic locations, the Sydney Opera House, during Vivid Sydney this week.

Vivid Sydney was 'ambushed' by Destination Southern Highland's Group Manager, Steve Rosa and some talented techies, who switched off the Sydney Opera House lights and projected the stylised bright orange Pie Time pies across the sails of the Sydney Opera House. Literally putting our pies on Sydney.

But blink and you will have missed it... as it was all a bit of smoke and mirrors. The Pie Time projections were actually part of a skilfully created stunt video and award-winning Destination Marketing campaign aimed to further promote Pie Time which runs in the Southern Pie-lands until 30 June.

**[WATCH and SHARE the 60 second I-SPIE video with the pies making an appearance at Vivid.](#)**

"Now in its third year, Pie Time has elevated its status to one of New South Wales' most iconic winter events. We thought we'd have a bit of fun and have our pies make a special appearance at Vivid," said Steve Rosa, Group Manager Tourism and Economic Development for Destination Southern Highlands.

"The humble pie is as iconic to Australians as football, kangaroos and Holden cars, and our Southern Highlands' aspirational bakers, pie makers and tourism operators hope that one day the good old Aussie pie will be projected onto the sails of the Sydney Opera House for real.

"Vivid Sydney concludes this coming Saturday, 15<sup>th</sup> June, so we encourage people looking for something just as wonderful to do for the remainder of June to head to the Southern

Pie-lands for some country hospitality, lively winter themed events, tours and activities, and of course our delicious pies,” Steve concluded.

Pie Time 2019 offers a month-long mouth-watering calendar of pie-themed events, activities, tours and festivals on throughout June. There’s *Dine with a Pie* signature pie experiences at over 40 restaurants, cafes, cellar doors, pubs and hotels, the new *Pies & Pinot* and *Sweetie Pie & Bubbles* trails around the Highlands, pie teas, pie-cycle tours, and more.

Pie Time runs from 1-30 June in the Southern Highlands of NSW. For more information on Pie Time visit [www.pietime.com.au](http://www.pietime.com.au)

**[WATCH and SHARE the Director’s FULL LENGTH I-SPIE video here.](#)**

@PieTimeSouthernHighlands

#PieTimeSouthernHighlands

**For more information, interviews, images or to discuss a possible visit to the Southern Highlands for Pie Time, please contact:**

**Lauren Griffiths, Threesides Marketing – 0417 409 264 or**

**[lauren.griffiths@threesides.com.au](mailto:lauren.griffiths@threesides.com.au)**