



MEDIA RELEASE

5 DECEMBER 2019

New local pride campaign, *Love the Bay*, encourages Batemans Bay locals to feel the love for their community

Batemans Bay locals and visitors who holiday in the region are encouraged to feel the love for their local community with a new campaign launched last night, Wednesday 4th December, by the Batemans Bay Business & Tourism Chamber.

“Even now, with devastating bushfires threatening our beautiful region, it is even more important that our colourful new local pride campaign, *Love the Bay*, generates positive community pride amongst Batemans Bay residents, businesses and regular holiday makers,” said Alison Miers, President of the Batemans Bay Business & Tourism Chamber.

“*Love the Bay* is not about attracting new visitors to the area, more so the focus is on generating positive community pride amongst the residents who live in, and the visitors who already holiday in, Batemans Bay.

“We all know we love where we live. From our favourite beaches, to our favourite shops, parks and recreation areas, there are just so many reasons to love the Bay. From the town centre, to the foreshore area and all the businesses in between, the Bay remains a place for locals to interact in community areas, shopping centres, green spaces and beaches,” continued Ms. Miers.

“The current fires are motivating us even more to Love the Bay, to stay strong as a community, to appreciate what we have, and to pull together,” she said.

Love the Bay was successfully launched last night as the opener of the Christmas member meeting of the Batemans Bay Business & Tourism Chamber at Sam’s Pizzeria. Guests included Chamber members, members of the local tourism and hospitality industry, Eurobodalla Shire Council, media, and the Chamber’s campaign sponsor and partner, construction company John Holland.

The campaign includes a push on social media for locals to share what they love about the Bay, profiles on influential business personalities and locals, along with media promotions and advertising, and branded stickers for shop windows and cars. Content will focus on

shopping local, the places and spaces locals like best and activities they like to share with visiting friends and relatives.

Campaign activity commenced this week with a social media competition in which locals can experience the bay differently. To enter the competition, locals just need to like the *Love the Bay* Facebook page or follow the Instagram account, like and share the post and tag the person they want to spend time with to win two nights luxury accommodation for two in Bay Breeze Boutique Accommodation.

“*Love the Bay* is a great reason for locals to express their love of where they live and their top tips for living here. Batemans Bay is a place for positivity, connectivity and future growth,” continued Ms. Miers.

For more information on *Love the Bay*, go to the Facebook page LoveTheBayBB and follow on Instagram @LoveTheBayBB. For more information on the Batemans Bay Business & Tourism Chamber, go to www.baychamber.com.au



For more information, images or to arrange an interview, please contact:
Lauren Griffiths, Threesides Marketing – 0417 409 264 or
lauren.griffiths@threesides.com.au