

MEDIA RELEASE

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Mildura's exciting new gateway signage

From the Big Banana to the Dog on the Tuckerbox, we all want to experience capturing the right picture with these iconic landmarks around Australia. Mildura Regional Development (MRD) are following suit with our very own 'Gateway Signage', which depicts all the things our region represents.

The artwork, created by local designer Kylie Norton, represents the natural beauty and experiences the Mildura region has to offer, from fresh local produce, Chef hatted restaurants, Mungo National Park, paddle steamers, our great stretch of Murray River and lots more.

"We're hoping this creative artwork helps people familiarise themselves with our region and encourages them to book a holiday, so they too can experience the artwork first hand." MRD CEO, Brett Millington said.

"We wanted to establish an iconic piece of art, but also wanted it to be placed where people will pass it regularly and feel the need to stop and take a picture to share with their family and friends online." Mr Millington added.

The artwork will be placed on two 6 x 3m Roadside Trailers along the Sturt and Calder Highways. The Calder Highway placement will be at the Hattah Roadhouse – a perfect place to stop for Coffee, a bite to eat and of course, that ultimate insta-worthy photo.

"The Hattah Roadhouse can't wait to have this artwork positioned at our store along a main stretch of road where visitors to and from the region frequent. This is a fantastic initiative by MRD and we can't wait to be a part of the Mildura story to attract more visitors to our beautiful region." Hattah Roadhouse Owner, Robert Stephens said.

Ends.

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