

NEWS



TRAVELLING ROAD SHOW: Artists Caitlin Shearer, Georgie Blackie and Eloise Crossman at last year's launch of MtNS Made. Photo: Shane Desiatnik

Learn to use MtNS Made tag

BLUE Mountains Economic Enterprise (BMEE) is presenting a series of information sessions to explain the MtNS Made campaign and how local creative businesses can get involved.

MtNS Made is the cultural identity for the creative industries in the Blue Mountains, and was commissioned by BMEE to promote the region and its world-class creative talent.

The MtNS Made campaign operates on two levels: one, a curated digital and print marketing campaign showcasing the region's best

creative talent; and two, a community brand which everyone in the creative industries can adopt into their own work.

"The information sessions as part of the MtNS Made road show will explain exactly how local creatives can use the MtNS Made brand, be part of the MtNS Made directory and leverage off the success of the curated marketing campaign," said BMEE CEO Jacqueline Brinkman.

"We have seen the MtNS Made logo appear in the credits of locally made films, as swing tags on local arti-

sanal products, as stickers on exhibition catalogues and printed onto promotional posters for local events.

"The MtNS Made directory is home to hundreds of local creative businesses, and is the central point for traffic generated by the marketing campaigns."

Information sessions from 5.30-7pm are at Cafe Ori Springfield on Wednesday, March 30, at Woodford Academy on Thursday, March 31 and at the Carrington in Katoomba on Friday, April 1. Register at bmee.org.au/roadshow or call 4782 6555.

DISCO

FUNDRAISER TO BUILD WATER TANKS IN VANUATU

PAPA GONZO REGGAE BAND

DJ L.C

ENTERTAINMENT FOR WHOLE FAMILY

Saturday 2nd April

JUNCTION 142 KATOOMBA ST, KATOOMBA

6:00-9:30pm

CHAI CAKES
COLD DRINKS
VEGOMEGAN FOOD
BY BLISSBEAT

DISCOUNT TICKETS PRE-BOOKED \$20 for a family/\$10 adult/\$5 kids PH: 4757 4402

OR community@kindlehill.nsw.edu.au

TICKETS AT THE DOOR \$35 for family \$20 adult/\$5 kids

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