

**Media release**

**21 March 2016**

### **MTNS MADE Roadshow**

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 working in the creative industries can adopt into their own work and individual marketing efforts.

"The information sessions as part of the MTNS MADE Roadshow 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 artisanal 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."

"MTNS MADE is already having a transformative effect on the local economy and we want to see as many locals as possible reap the benefits. I encourage everyone to come to one of our information sessions and find out for themselves how they can get involved," said Ms Brinkman.

Information sessions are taking place:

- 5.30-7pm Wednesday 30 March: Café Ori, Springwood
- 5.30-7pm Thursday 31 March: Woodford Academy, Woodford
- 5.30-7pm Friday 1 April: Carrington Hotel, Katoomba

People can register by visiting [bmee.org.au/roadshow](http://bmee.org.au/roadshow) or by calling 4782 6555.

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