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for immediate release

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## **YAMBA 100 YEARS OF SAFE BEACHES**

**Supported by music industry icon Colin Hay, and featuring images from award winning photographers, Yamba Chamber of Commerce is today launching a TV commercial highlighting Yamba Surf Life Saving Club's 100<sup>th</sup> anniversary.**

The aim of the project is to maximise the opportunity presented by the Yamba Surf Life Saving Club's 100<sup>th</sup> anniversary in promoting Yamba as a safe beach holiday destination via a television campaign.

"We were incredibly impressed to discover that in 100 years of surf life saving in Yamba, there has not been a fatality on Main Beach during patrol hours", commented Tania Williams, President of Yamba Chamber of Commerce. "Aside from being a stunning achievement by the Yamba Surf Life Saving Club worthy of recognition, the Chamber also saw this as an opportunity to highlight the high standard of our patrolled beaches. There is, of course, an additional positive outcome of raising awareness of surf life saving".

The 30 second commercial to air on Southern Cross 10 across Coffs Harbour, Tamworth and Lismore broadcast windows, features music by Colin Hay. The ex-front man for Men At Work, has been pleased to contribute to the project with this use of his song "Beautiful World", from the album "Going Somewhere".

"The contribution from our local photographers and businesses has been brilliant," added Tania. Photography featured in the commercial has been generously provided freely by the Yamba Surf Life Saving Club, Clarence Valley Review, Daily Examiner, local photographers Adam Hourigan and Debrah Novak, and historical images from Yamba Historical Society.

"The project was developed by Yamba Chamber of Commerce. The involvement of our major sponsor, Westlawn, has ensured the commercial will air for a minimum of 4 months. We are still waiting to hear back from other organisations. If more become involved, this may mean the spot will screen for a total of 6 months."

The advertisement will commence broadcast on Monday 7<sup>th</sup> July. Success of the campaign will be gauged by monitoring hits on the linked website [www.yambansw.com.au](http://www.yambansw.com.au) which is on the last frame of the production.

For further information, contact Tania Williams, 0266461983.