



MEDIA RELEASE

GRAMPIANS WAY PODCAST TOUR

1 September 2020

Storytowns, in conjunction with Grampians Tourism, has launched the new 'Grampians Way Podcast Tour' as part of the Digital Innovation Festival 2020.

Storytowns, through its geo-located platform, showcases regional and rural towns, the folk that live there and local hidden gems, via location-based podcasts. The users experience real stories in real time whilst traveling. The podcasts are designed to encourage tourism, promote local businesses and help boost the local economy.

By connecting to the Storytowns' 'Grampians Way Podcast Tour' listeners will be taken on a tour of the stories, places and unique attributes that only the locals know. They will visit the little communities and discover the history and people of these places.

Marc Sleeman, CEO of Grampians Tourism said, "Grampians Tourism is delighted to again be a part of the Digital Innovation Festival. Our participation as an Event Partner enables us to deliver special projects that would normally fall outside our traditional marketing scope. The Grampians Way Podcast allows us to highlight the diversity of the towns and villages in the Grampians region in a contemporary and interesting way that engages with the traveling audience."

Storytowns explores the villages of Willaura, Moyston, Mirranatwa, Dadswells Bridge and Cavendish. Each of these charming country towns have the dramatic Grampians scenery as their backdrop. With this virtual tour you have the opportunity to meet the locals, learn about these special locations, and unlock the fascinating stories in these communities.

As Jarrod Pickford, Founder of Storytowns said, "Storytowns' Podcasts can be listened to from the comfort of your own home from our website during these Covid-19 times, but when we can travel again the podcasts can be heard on our geo-located Storytowns Touring App which will automatically start playing while traveling. Listeners will be able to hear the quirky local stories and what these hidden towns have to offer to visitors to the region."

The Digital Innovation Festival is run and funded by the 'Digital Innovation Futures Victoria', an initiative of the State Government of Victoria. Grampians Tourism participation as an Event Partner enables the organisation to deliver special projects that would fall outside the normal scope of activity.

Join us and listen to the podcasts from the comfort of your own home here: <http://storytowns.com.au/grampians/> and, when possible, explore this beautiful, often breathtakingly scenic region and tune into Storytowns.

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Media Contact - Emily Edge
0427933016
emily@storytowns.com.au