



MEDIA RELEASE

DISCOVER LISMORE THROUGH NEW PODCAST TOUR

7 December 2020

Storytowns is excited to announce the launch of the 'Lismore Podcast Tour' which is now available to download on their brand-new app. This podcast was made possible by the Corangamite Shire.

The Lismore Podcast Tour is full of surprises and the hosts Jarrod Pickford and Emily Edge take you on a big adventure in this small town. The podcast tour includes interviews with a diverse range of locals such as farmers, a councillor, an artist, local larrikins and even a cricket-bat maker.

Go on a journey and discover what Lismore has to offer, such as the recently painted Water Tower by artist Jimmi Buscombe and the ancient geological history of the area. Lismore is home to the dormant volcano of Mount Elephant, and the remains of megafauna that roamed the area of Lismore many centuries ago can still be found today.

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

Via the podcast, listeners will hear about the hidden stories from the locals themselves and learn of Lismore's best kept secrets and rich opportunities in recreation. Examples include a walking discovery trail, 9-hole Golf course complete with cafe and reservoir to walk around and Lake Tooliorook, a sublime sanctuary for camping, fishing and boating.

Storytowns' podcast host Emily Edge said, "Lismore may be a small country town, but it has a big heart, and lots of community spirit. It was amazing spending time with the locals of Lismore – we uncovered some amazing stories. So many people drive through Lismore and do not realise just how much it has to offer to the visitor."

"We want to make people realise that when you drive through a small country town, you should stop and pull over because there is so much to discover. We are so excited to have the app up and running so that listeners can easily tune in for an immersive experience which has been created with our geo-location technology."

To celebrate the transformation of the water tower through the large-scale colourful creation by Jimmi Buscombe, Storytowns and the Corangamite Shire have partnered to hold a special media event on Wednesday 9th December at the Lismore Golf Course. The artwork includes thoughtfully crafted native animals such as dancing brolgas and sheep which are very common in the region. The event will begin at 4pm, with nibbles provided and drinks available at bar prices.

Corangamite Shire Mayor Ruth Gstrein said the Podcast was an innovative way to attract more visitors to Lismore and other towns in the Shire's north, as well as the Volcanic Lakes and Plains tourism region.

"The podcasts are designed to encourage tourism, promote local businesses and help boost the local economy and links Lismore to the silo art tour podcast series," Cr Gstrein said. "They will be a great marketing asset for our new tourist attraction."

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Storytowns, a local start-up, was the winner of 'The Ideas Place' project. The innovative program was funded by LaunchVic in partnership with Warrnambool City, Corangamite and Moyne Shire Council, Deakin University, South West TAFE and the Great South Coast Food and Fibre Council. The program was launched to inspire regional start-ups and support them to build their ideas into sustainable businesses. Storytowns has seen rapid growth in the region and has created local jobs in new media.

Now that regional travel has opened up again, it is the perfect time for a trip to the fresh country air. Storytowns provides an opportunity for people to get outdoors and explore their own backyard and country, without having to worry about making a plan. The podcasts are just like a tour guide and now that the app is live, they can be pulled right out from your pocket. All users have to do is press play and drive.

Tune into the Storytowns Lismore Podcast Tour on our app. Download for free on the App Store <https://apps.apple.com/au/app/storytowns/id15372965> or Google Play <https://play.google.com/store/apps/details?id=com.storytowns.travelapp>.

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