



## MEDIA RELEASE

### SOVEREIGN HILL APPOINTS PR AGENCY MEDIA MOGULS COMMUNICATION

**Melbourne, December 23, 2008** – In a strategic business development, award-winning Victorian tourist attraction Sovereign Hill has appointed Melbourne PR firm Media Moguls Communication to manage its dedicated national PR campaign. Effective immediately, Media Moguls will be the key contact point for media inquiries about the attraction. Media Moguls will embark on a national PR campaign that will strengthen Sovereign Hill's position as one of Australia's leading tourist attractions, offering an authentic and exciting family experience.

'We are thrilled to announce the appointment of Media Moguls Communication', said Jeremy Johnson, Chief Executive Officer of Sovereign Hill. 'It comes at the perfect time, as we are heading into our busiest season of the year - and with our special school holiday activities and the new inclined tramway Goldmine tour, we have so much to be talking to media about'.

With the new PR campaign, Sovereign Hill will educate visitors about the range of activities on offer – a mix of old favorites and constantly developing new attractions and events. From gold panning and candle making to a visit to the Gold Museum or a trip underground to the goldmines, Sovereign Hill offers a fantastic day out for the whole family.

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## **BACKGROUND NOTES**

Sovereign Hill has been delighting visitors since it was officially opened to the public on Sunday 29 November, 1970.

In the 1960s, the Ballarat community recognised the need to preserve the historic buildings of the city, but at the same time envisaged an outdoor museum that would capture some of the diversity and vibrancy of the goldrush era. From this vision, Sovereign Hill was born!

Sovereign Hill is an internationally renowned, award-winning outdoor museum operated by The Sovereign Hill Museums Association, a not-for-profit, community-based organisation. This means that operating profits are invested back into the museum so that new experiences can constantly be developed.

Sovereign Hill has an equivalent full-time staff of 200 and has access to another 300 volunteers known as Friends of Sovereign Hill (FOSH) who occupy many of the tents, huts and cottages scattered throughout the recreated Diggings and Township.

Sovereign Hill contributes an estimated \$35 million annually to the local economy and was judged Victoria's Major Tourist Attraction at the 2003 and 2004 Victorian Tourism Awards.

A visit to Sovereign Hill is more than just a day out. It's an intriguing journey into one of the most exciting times in Australia's history.