

Press release

N Z Today Ashburton Feature

As reported in yesterday's Ashburton Guardian, the recent 'NZ Today' magazine article showcases our district in a way that positively explains to New Zealand and its visitors why Ashburton District is such a great place to live. It clearly identified the motivated attitudes of those who live here and how those attitudes have shaped our district into the place that Allan Dick has so enthusiastically described.

Allan Dick and his team have done a fine job, it is not only the size of the feature – 34 pages but the diversity of the places and businesses mentioned that impresses us. After reading the article we were left with the clear impression that the Ashburton District is a great place to live and to visit "We would like to congratulate Allan Dick and his team on their fine effort".

From our initial contact with NZ Today, Ashburton District Tourism and Enterprise Ashburton felt this would be an excellent opportunity to promote our region and we are very pleased with the way the community responded to the opportunity. "We wish to give special thanks to the local businesses and community who helped make this feature a success. We are grateful for the support and positivity we received towards this fantastic opportunity to showcase our district and its people.

The responses and attitudes of all those involved were exceptional and gave depth and meaning to the feature. It is the combination of the many individuals and their enthusiasm towards where we live and what makes us a community that has created what we believe to be one of the most positive and comprehensive features on the Ashburton District to date.....Well done!.

Ends

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