

THE AU REVIEW BLOGS WITH TOURISM NSW THIS WEEKEND

FOR IMMEDIATE RELEASE - Wednesday, 22nd June 2011.

Tourism New South Wales is currently undergoing a campaign which targets youth travellers, both domestically and internationally. At the centre of the project is the pilot of a social media aggregator, offering travellers easy access to local knowledge when holidaying in NSW.

Helping launch this concept are a group of high-profile Tourism New South Wales supporters and bloggers.

the AU review is excited to announce that this Saturday and Sunday - **June 25th and 26th** - Larry Heath, Founder and Editor-in-Chief of the AU review, along with Johnny Au, the site's photo editor, will be blogging as ambassadors of Music Culture and Events. Danny Clayton of Channel [V] has designed an itinerary to send Larry and Johnny on a weekend holiday in NSW - the contents of which they will not discover until they are on the road.

Over the course of a 36 hour trip around the state, Danny will use the #NSWTips hash tag to share real-time tips and advice, advising Larry and Johnny on where to go and what to do next.

Follow the status of their adventure by following [@NSWTips](#), [@theAUreview](#) and keeping an eye on the #NSWTips hashtag on Twitter. Following the trip, stay tuned for exclusive content on the AU review as well as through the NSWtips YouTube Channel, Twitter and Facebook pages.

Two bloggers have already embarked on their trips and you can see what happened in these videos:

Sassybella & Nikki Hager (Peeptoe Shoes founder) in Sydney and Southern Highlands region (4th & 5th June): <http://youtu.be/b6GE8F6etj4>

The Travel Tart & Matilda Brown in Coffs Harbour region (11th & 12th June): <http://youtu.be/VwiXWJG5uRk>

More information about the project is available here: <http://nswtips.visitnsw.com>

MEDIA CONTACT

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Larry and Johnny will both be available for interviews in advance of & following the trip.

ABOUT THE AU REVIEW

the AU review is a popular online publication focusing on live music and the arts in Australia. For more information, download our media pack [here](#). Rate cards are available on request.

<http://www.theaureview.com> - a Heath Media publication.