

# Media Release

26 September 2011



## FIRST FEMALE AMBASSADOR JOINS GEELONG OTWAY TOURISM PROGRAM

Geelong Otway Tourism (GOT) is pleased to announce another Geelong-grown talent has been appointed to the Geelong Ambassadors program.

Madison Browne is touted as one of Australian netball's brightest prospects and she will join fellow ambassadors Cadel Evans, Darryn Lyons and Ben Graham in promoting Geelong as a destination.

After two years in Perth playing for West Coast Fever, Browne has returned to play for the Melbourne Vixens. In 2010 and 2011 her career reached new heights with selection for the Australian Diamonds tours of England, Jamaica, New Zealand and Hong Kong. Browne is emerging as a star of the future and she is passionate about her home town.

In recent years GOT has established a number of relationships with identities with a strong connection to the region and a high media profile. Browne is the fourth ambassador to join the program and the first female to be appointed. Ambassadors help communicate the unique benefits of Geelong through their own experiences.

An important part of the process is the production of a personalised ambassador blazer, developed in partnership with fashion students from the Gordon Institute of TAFE.

The blazer is a visible point of engagement designed for each ambassador to reflect their personal interests and passions. Students from the Gordon will consult with Browne to formulate a brief before design work on the jacket commences.

In the meantime, Browne has been presented with an official Ambassador certificate to formalise her appointment.

For further information and comment contact Roger Grant T: 0417 373 318.

### INFORMATION RELEASED BY:

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