MEDIA RELEASE

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Great River Road to be Officially Launched

The Great River Road Reference Group, together with Towong Shire Council will officially open the Great River Road next week.

Towong Shire Council together with the Upper Murray 2030 Steering Group, The Man from Snowy River Tourist Association and Upper Murray Business Inc. will celebrate at a ribbon cutting ceremony at Jim Newman Lookout on Wednesday 6 November from 11.00am.

The new touring route features a series of spectacular large public artworks recently installed at stops along the Great River Road between Albury-Wodonga and Khancoban.

The interactive pieces by internationally renowned sculptor Benjamin Gilbert feature native flora and fauna and showcase the beautiful landscapes visitors can view along the way - including the Murray River, Hume Weir, Murray River Floodplains and the Snowy Mountains.

Funding for the project has been contributed by Federal and State governments and Towong Shire Council, with contributions from the Man from Snowy River Tourist Association and Upper Murray Business Inc.

Quote attributable to Artist Benjamin Gilbert:

“It is an honour to be chosen for the single biggest public artwork commission for the Upper Murray region. These pieces set the theme for how people feel about a space. This area is really beautiful and it deserves the recognition.”

Quotes attributable to Great River Road Reference Group Chair Ed Barry:

“We are very proud of the result of this project which is set to become one of Australia’s most iconic touring routes. We look forward to welcoming more visitors to this part of the world as they take in the spectacular landscapes throughout the Upper Murray.”

Quotes attributable to Mayor David Wortmann:

“The Upper Murray 2030 Vision Plan is a great example of what can be achieved when Council and our community members work together. The Great River Road is the first of what we know will be a number of successful projects that will take the Upper Murray from strength to strength. We congratulate our community members on their great work in seeing this realised.”

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