

MEDIA RELEASE

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CANBERRA VENDING MACHINES POPPING UP AND DELIVERING A TASTE OF CANBERRA IN A CAN

This week VisitCanberra is launching its new marketing campaign, *Canberra in a Can* designed to showcase the diversity of experiences in Canberra and offer Australians a taste of the capital.

Aiming to increase awareness and consideration of Canberra as a tourism destination, Canberra themed vending machines will be set up in areas of high foot traffic in Sydney and Melbourne between 25 and 31 May 2018.

The vending machines will contain Canberra branded cans that will offer visitors to the sites a gift from Canberra, a sample of the many experiences available in the capital.

“Following Canberra being ranked third in Lonely Planet’s *Best Cities to Visit in 2018*, we wanted to get some of Canberra’s best activities and attractions directly into the hands of consumers to showcase Canberra as a great weekend destination,” said Katherine Fraser, Group Marketing Manager for VisitCanberra.

“Canberra in a Can is set to be the largest activation since the launch of VisitCanberra’s marketing platform *One Good Thing After Another*. Lucky passers-by to the sites will be gifted Canberra experiences equating to more than \$77,000 in total value that were provided by the local Canberra tourism industry,” continued Ms Fraser.

Each can contains a gift across five different ‘flavoured’ cans - *The Taste Chaser, Culture Vulture, Horizon Broadener, Eventalicious* and the *Family Funster* – highlighting some of the region’s most exciting tourism product offerings.

The cans contain free experiences, tickets, vouchers, offers and discounts ranging from tickets to the National Gallery of Australia’s *Cartier: The Exhibition* to a night at Jamala Wildlife Lodge, and from family passes to Questacon to a Make-Your-Own glassworks experience at Canberra Glassworks.

Canberra in a Can vending machines will be onsite at Wynyard Park in Sydney on 25 May, and Centenary Square in Sydney on 26 May, and then again at Federation Square in Melbourne on 30 May, and Melbourne’s State Library on 31 May 2018.

ENDS

For more information on Canberra in a Can, contact:

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