



MEDIA RELEASE

LISMORE PODCAST TOUR

11 September 2020

Storytowns is excited to announce the launch of their new 'Lismore Podcast Tour'. This project was made possible by the Corangamite Shire.

Storytowns, through geo-location technology, showcases regional and rural towns, the folk that live there and local hidden gems, via location-based podcasts. Our listeners experience real stories in real time whilst traveling. The podcasts are designed to encourage tourism, promote local businesses and help boost the local economy.

The Lismore Podcast Tour takes the listeners on a journey of discovery in Lismore showcasing the recently painted Water Tower by artist Jimmi Buscombe and uncovering the ancient geological history of the area, the volcano of Mount Elephant and even the megafauna that roamed the area of Lismore many centuries ago, where their bones can still be found today.

Via the podcast, listeners will listen to the hidden stories from the locals and learn of Lismore's hidden gems and rich opportunities in recreation, from a walking discovery trail, 9-hole Golf course complete with cafe and reservoir to walk around and fish in and Lake Tooliorook; a great spot with opportunities for camping, fishing and boating.

Storytowns' Founder Jarrod Pickford said, "Storytowns Podcasts can be listened to from the comfort of your own home from our website during these Covid-19 times. But when we can travel again, the podcasts can be heard on our very soon to be released geo-located Storytowns Touring App.

"Lismore may be a small country town, but it has a big heart, and lots of community spirit and Storytowns uncovers this in the podcast; even a great ghost story!

"So many people drive through Lismore and do not realise just how much it has to offer to the visitor. So, when folk can take a drive to Lismore, they can tune into Storytowns, spend some time in this region and enjoy this fascinating and unique area. Watch out for the soon to be released Storytowns Touring App."

Storytowns, a local start-up, was the winner of 'The Ideas Place' project. The innovative program was funded by LaunchVic in partnership with Warrnambool City Council, Corangamite and Moyne Shire Councils, Deakin University, South West TAFE and the Great South Coast Food and Fibre Council. The program was launched to create regional start-ups and support them to build their ideas into sustainable businesses. Storytowns has seen rapid growth in the region and enabled Jarrod Pickford & Co-Founder Emily Edge to build this business and create local jobs in new media.

Tune into the Storytowns Lismore Podcast Tour at: <https://storytowns.com.au/lismore/>

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Media Contact - Emily Edge
0427933016
emily@storytowns.com.au