



7 July 2009 Media Release

Its time to stand as tall poppies

It's time that we as locals have some pride in where we live and tell the world why the Kapiti Coast and Horowhenua are simply the best region in the world.

It maybe winter and that can be depressing, but Nature Coast Enterprise regional tourism manager wants us all to take a moment to reflect on the awesome part of NZ where we all live.

“At the moment we have a small team that is telling people why they should come and visit the Nature Coast. A far better thing would be for all 70,000 of us to be telling the world. We can be an opinionated bunch and not afraid to express it but maybe we should just take a moment and have a look outside – we are close to everywhere, we have some of the friendliest and most interesting people in the country living here, we are making some of the best food, we are probably the most creative and of course – the weather is always better here – it's about time we stand as tall poppies!”.

This message from the team at Nature Coast Enterprise comes at a time when the country is talking about us. Early on this week, NZ Today, a magazine read by more than an estimated 150,000 people, featured 30 pages on the Nature Coast, including interviews with some of the characters of the region. Combined with that is the new sign that's been designed by Kapiti Coast artist Phill Simmonds that invites people to the Paraparaumu Visitor Centre, the re-painting of the Levin I-site to welcome visitors and next weeks release of the first ever, Nature Coast Visitor Guide for locals.

With the largest event ever held in NZ only 26 months away (the 2011 Rugby World Cup), now is the time that we all need to take another look at our own backyard and make sure that when those mates from the UK and Australia decide to visit, they too have an awesome Nature Coast Experience.

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