



Australian Government



22 January 2007

Tourism Australia support for King of the Mountain Series

Tourism Australia (TA) is pleased to provide support to the King of the Mountain (KOM) Series in the following ways:

- Provide access to TA logo subject to TA Marketing Dept approval. A trademark licence form can be downloaded from the Marketing Resources section at [www.tourism.australia.com/brandaustralia](http://www.tourism.australia.com/brandaustralia)
- Provide access to TA Image library for use of images to use for collateral in promoting the event (s) subject to their approval with recommendation. [www.imagelib.australia.com](http://www.imagelib.australia.com)
- List the KOM Series on the TA cycling calendar of events corporate website and encourage participation.
- Include a brief article on the event in TA's Media & PR e-newsletter "The Buzz". This is produced by the International Media Relations team and distributed to TA offices overseas. KOM to supply TA with a concise overview of the event, website details if appropriate & contact details for further information. Note: media releases must be no longer than one page. Please email this to [nbrain@tourism.australia.com](mailto:nbrain@tourism.australia.com)
- TA will distribute hard copy collateral to PR teams in overseas offices. Please send 25 copies of appropriate brochure to:

Tourism Australia  
International Media Relations  
GPO Box 2721  
Sydney NSW 1006

- TA suggests submitting a media release to Tourism NSW to be considered for inclusion in TNSW consumer e-newsletter "Escapes".
- Provide bike / adventure posters
- Provide 1000 Australia Visitor Maps

Darling Park Tower 2 Level 18 201 Sussex Street NSW Australia 2000  
GPO Box 2721 Sydney NSW 1006  
Telephone +61 2 9360 1111 Facsimile +61 2 9331 6469  
[tourism.australia.com](http://tourism.australia.com)

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