



Jon Stanhope MLA

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LIVE IN CANBERRA HITS THE STREETS OF SYDNEY WITH NEW BUS ADVERTISING CAMPAIGN

Sydneysiders fed up with long commuting times, expensive tolls and frustrating traffic delays will be persuaded to give up the rat race and move to Canberra in a bold new bus advertising campaign launched by the *Live in Canberra* program this week.

For the next six weeks, more than 100 buses throughout the west and south western areas of Sydney will carry the message "*Like traffic that moves? Move to Canberra.*"

Chief Minister Jon Stanhope said the bus advertising campaign was a new way to get the message to the people of Sydney that Canberra offers a more relaxed lifestyle for people who have had enough of stressful city living.

"Many people in Sydney are sick and tired of spending hours of their day travelling to and from work. The *Live in Canberra* bus advertising will connect with Sydneysiders during their daily commute, in the peak of their frustrations," Mr Stanhope said.

"Combined with a fantastic education system, stylish café/restaurant scene and world-class attractions, our excellent roads, with no tolls and much shorter average commuting times, make Canberra a place with all the advantages of city living, but none of the drawbacks.

"What's more, with unemployment in Sydney's west and south west higher than in other areas of the nation, the outstanding job opportunities available in Canberra make the nation's capital even more attractive to this target area," Mr Stanhope said.

The bus advertising campaign, due to finish at the end of October, will be followed up with a series of *Live in Canberra* seminars in Sydney, where interested people can obtain comprehensive information about employment, housing, lifestyle, education, health and more.

Anyone looking for more information about living in Canberra can visit the website at www.liveincanberra.com.au.

Statement Ends

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