MEDIA RELEASE

Monday 4th January 2020

Australian Silo Art Trail donates $60,134 to regional communities!

The Australian Silo Art Trail produced the inaugural 2021 Silo Art Calendar to raise money for the silo art communities, and are proud to donate over $60,000 back to the 14 local communities featured in the silo art calendar.

Annette Green, who started the Facebook Page in September 2018 and Damian Modra, who both call themselves Regional Tourism Ambassadors, had an ambitious idea in March 2020 to publish a silo art calendar to be promoted for online sales through their Australian Silo Art Trail Facebook group.

The 2021 calendar is the first of its kind and features 14 of the now 44 silo art murals from around Australia.

“In those crazy Covid-19 lock-down periods, everyone involved in tourism industries had been hit hard, so Annette and I wanted to coordinate our efforts to promote regional tourism ready for when we could travel again, and also offer some financial support for the communities that had worked hard to have their local silos painted.” Says Damian

“Planning and designing the calendar took a lot of effort. Not only did we need to source great photos, we also needed to meet all copyright laws and artist moral rights by seeking approval from the artists and silo owners to use their creative art work for our calendar. Permission was granted on the proviso that we would donate 50% of the profits from the sale of the calendar, directly to the towns that will be featured.” Says Annette

“We set ourselves a personal target to try and donate over $1,000 to each of the 14 communities and we are very proud that we will exceed this amount with over $4000 being given back to each small regional towns. Sales of the inaugural calendar was phenomenal and in the end we had three print runs. The feedback we have been given has been truly fantastic and we feel very proud to play our part in promoting the silo art trail around Australia and giving some financial reward back.” Says Annette

“Australian Silo Art Trail was initially created to catalogue the silos and provide a simple map of the silo art locations nationally. At that time there was no dedicated tourism body promoting these great tourist attractions collectively as one national trail…and there still isn’t.” Says Damian

The Australian Silo Art Trail Facebook Group now has over 67,000 members. The group has a wide variety of members, ranging from people that are traveling around the country following the trail and finding new art, people that are planning their next bucket list trip, and many more who are arm chair travellers and appreciate the art murals.
Photos for media
Annette Green with the Calendar
14 of the Silo Murals featured in the calendar
Please credit artists and photographer along with the location


Further information contact:

Annette Green
Regional Tourism Ambassador
annette@australiansomiloarttrail.com
Mob: 0411 722 174
www.australiansomiloarttrail.com.au

Damian Modra
Regional Tourism Ambassador
damian@australiansomiloarttrail.com
Mob: 0459 026 523