



Bridge to Opportunity

The Rural City of  
**MURRAY  
BRIDGE**

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## **MEDIA RELEASE**

**Subject: Murray Bridge SA Top Tourism Town Finalist**

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MURRAY Bridge is being recognised as a great place to holiday and visit, after being named as a 2021 SA Top Tourism Town Finalist.

Everyone is encouraged to vote for Murray Bridge to take out the title against 31 other South Australian locations also in the running for the Tourism Industry Council of SA (TICSA) honour.

Rural City of Murray Bridge Mayor Brenton Lewis said the finalist placing was well-deserved, and residents could be proud of the town's developing reputation as a tourism destination.

"Murray Bridge is a magnificent part of the world," he said.

"Our flourishing regional centre, positioned on the Murray River, is a thriving community filled with natural beauty and unique experiences that make this a destination of choice for travellers, adventurers and of course, the people who live and work here.

"We've always known what a fantastic place this is and now the rest of the world is learning about it too."

Mayor Lewis cited tourism attractions including Murray River experiences, parklands, trails, a Regional Gallery, the historic Round House, Swimming Centre and Monarto Safari Park.

"People come here to make memories and experience river life," he said.

"They can explore our trails and heritage, go wild at Monarto Safari Park or take it easy relaxing by the river in summer - there is something here for everyone.

"Our elevated reputation as a premier tourism destination will bring positive economic benefits for Murray Bridge that will flow on to the wider region."

Mayor Lewis encouraged residents to get behind the initiative and vote for Murray Bridge.

"We need the whole community to come together and show support," he said.

"I've already voted - now it's your turn."

To vote for Murray Bridge as the 2021 SA Top Tourism Town visit  
<https://ticsa.com.au/industry-programs/sa-top-tourism-town/>

All voters go into the draw for a family getaway at one of 12 SA Council owned caravan parks in a cabin (\$500 value), thanks to the Local Government Association of South Australia.

Voting closes Friday 23 April 2021 and winners will be announced Thursday 20 May 2021.