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MEDIA RELEASE

Council is Calling all Farmers 10 December 2018

Santos Tour Down Under cyclists will soon savour the experience of Alexandrina; one of South Australia's most picturesque and historically significant regions and the location for Stage 5 of the race, commencing in Glenelg and finishing in Strathalbyn. The region will be on display as the riders pass through the beautiful townships of Port Elliot, Middleton, Goolwa and Currency Creek and on to the finish line in Strathalbyn.

Santos Tour Down Under and Alexandrina Council event organisers are calling on farmers along the race route to help jazz up local paddocks and bring a special 'Alexandrina Welcome' to the cyclists and their adoring viewers from around the world. Can you dress up, paint and adorn your hay bales or carve a pattern into your resting paddock? What a great opportunity for the region to showcase our countryside and join in the enormous buzz of the peloton as it zooms past and the broadcasting helicopters pan out to display your farm land.

There is nothing more beautiful and distinctive to the Fleurieu Peninsula than to drive through our region and see the open paddocks with livestock and round hay bales dotting the landscape, and nothing says welcome to our region more so than a paddock full of hay bales spelling out 'Welcome to Port Elliot' or 'Summer & Spokes in Strathalbyn'. There are numerous ways you can be involved and join in the fun: decorate your paddock or fence, line up your tractors, or simply join in the roadside festivities and cheer on the riders – the list is endless.

The call is out to local Alexandrina farmers to get involved, gather with friends over the festive season, encourage your neighbours and make a plan to create a truly memorable roadside spectacle. The challenge has been set and exciting times are ahead if we can pull together to make the Stage 5 Santos Tour Down Under one of the best dressed events yet. If you are interested and want to get in touch with organisers visit, www.strathsa.org

There is also opportunity to enter your paddock artwork into the Santos Best Dressed competition under the paddock category. Other opportunities for Santos Best Dressed include Town, Private Residence, School and Commercial Property. The judges are looking for community involvement, colour and visual impact, environmental awareness, innovation and creativity, and inclusion of the Santos brand in your design. There are daily winners and overall winners, so don't delay. For more information go to www.tourdownunder.com.au/bestdressed or call into the Strathalbyn or Goolwa Visitor Information Centre to pick up a Santos Tour Down Under brochure.