

# EDGEWATER RESORT

*Lake Wanaka - New Zealand*



**MEDIA RELEASE**

**Monday 23 April**

## **EDGEWATER RESORT BEAMS INTO AUSTRALIAN AND NEW ZEALAND HOMES**

Wanaka was recently beamed into millions of Australian and New Zealand homes on the well known breakfast TV programme, 'The Today Show'. 'The Today Show' screens on Channel 9 in Australia and through Prime TV in New Zealand.

The filming involved live weather 'crosses' to weather presenter Steven Jacobs who was situated on Wanaka's lakefront. On the first of these crosses, Steven was seated on the downtown jetty for an open air breakfast comprising of hand-picked wild mushroom hash and poached eggs, prepared by Edgewater Resort Chef, Andrew Spiegel.

Prior to the live production, the seven member crew stayed overnight at Edgewater Resort where they enjoyed dinner in Sargoods Restaurant, accompanied by some fine Central Otago Pinot Noir.

A number of Wanaka activities and attractions were featured during the weather crosses, including Cardrona Adventure Park and the Clutha River Jet. One of the most spectacular aspects was a low level fly pass of a Russian Yak fighter aircraft, promoting the Warbirds over Wanaka Museum.

"Having the TV show profile Wanaka in such a positive way was great and it certainly had impact. I had emails and phone calls from friends and colleagues in Australia all through that day", comments Edgewater Resort General Manager, Mr Leigh Stock.

The visit of the crew was part of an overall promotional campaign undertaken by Tourism New Zealand aimed at encouraging the Australian market to travel enjoy Autumn in New Zealand.

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