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100 Akubra hats to tell Territorian's stories

100 Akubra hats will be distributed to 100 Territorians, who wear the hat, and share their story on a new tourism website called *The Great NT Hat Yak* and then passes the hat on to someone they believe also has a great story to tell.

The website promoting the Northern Territory was launched today by Tourism Minister, Malarndirri McCarthy, gives local Territorians the chance to talk up the NT.

Minister McCarthy said *The Great NT Hat Yak* is a fantastic concept and gives Territorians a platform to share their stories about our unique Territory character and a great way for us to get the message out about the Territory

"Territorians are a great, yet under-utilised resource when it comes to telling their incredible stories, and we know that everyone who lives here has some great stories to tell," said Minister McCarthy.

"The 100 hats will act as 'talking hats', starting in the NT, but we also have a huge base of passionate Territorians who used to live here, or who travelled here and are equally passionate, and so I hope the hats will move beyond NT, and eventually, beyond Australian borders.

"Territorians can upload their *yak* in the form of a video, photograph, editorial, or artwork onto the website and their *yaks* can then be shared people around the world on personal social media platforms like Facebook and Twitter.

"There is also a virtual hat on the website that enables anyone with a great NT story, to tell their tale and upload it directly to the website.

"The Territory Government has invested \$200,000 in this initiative which is a part of the Whole of Territory Campaign that represents a \$1.6million investment in a range of marketing activities running from now until February next year."

The Great NT Hat Yak website includes videos, photographs and words detailing Territorian's favourite NT stories at www.hatyak.com.

Stories uploaded before 31 January 2012 will be in the running to win a money-can't-buy journey through the NT and five runner-up prizes.

Campaign partners include Qantas Airlines and Territory Discoveries.

Media Contact: Ursula Raymond 0457 825 507

