



Media Release
Thursday 5 April

Selwyn District launches campaign to attract new residents

The Selwyn District Council has announced a Housing and Lifestyle Expo as the first part of a campaign to attract residents to live in the area.

“Discover Sensational Selwyn” will be launched with a 2 day (weekend) Housing and Lifestyle Expo at the Rolleston Community Centre on Saturday, April 28 (12noon – 4pm) & Sunday, April 29 (10am – 4pm). The Expo will include displays by developers, house builders, local businesses and tourism attractions and aims to promote the housing quality and lifestyle benefits of living in the district.

Mayor Kelvin Coe says the campaign has been initiated to profile the Selwyn area to Christchurch and Canterbury people.

“Many people are unaware of the “gem” which lies at their back door and the driving message of the campaign is that Selwyn is an attractive, vibrant and fun place to live, with lots of activities and events to take part in,” Mayor Coe says.

The campaign uses a subtle dose of humour to target local and prospective new residents. The underlying themes include promoting the sense of space and the close proximity to the city, the rural feel of the district, as well as “keeping it in Canterbury”, he says.

“Look out for our distinctive billboards, posters, adverts, flyers and bus adverts around Christchurch”

The Council has several exhibitors lined up for the Expo, but is keen to hear from others interested in participating.

More details about the Expo are available at www.sensationalselwyn.co.nz.

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For more information please contact:
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