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**GLAMORGAN SPRING BAY
COUNCIL**

MEDIA RELEASE

From: Mayor Bertrand Cadart
Organisation: Glamorgan Spring Bay Council
Contact details: Mayor Bertrand Cadart
Subject: Mayor Promotes Tasmania Overseas
Date: 28/11/13

For immediate release -

The Mayor of the Glamorgan Spring Bay Council and Liberal Candidate for Lyons, Bertrand Cadart, has once again had the opportunity to promote Tasmania to the rest of the world through the French media.

Mayor Cadart attended a dinner at the Coles Bay resort Saffire last night with a senior French reporter working for Le Figaro Madame - a successful weekly magazine which distributes around a half a million copies per issue.

Madame Patricia Boyer de la Tour was invited by Tourism Tasmania and was a guest of Federal Hotels. She is Le Figaro Madame's contemporary art specialist and originally came to Tasmania to visit MONA, which she said exceeded her expectations.

However, she had heard about the "French Mayor" and expressed her desire to do a separate story on Mayor Cadart.

"Federal Hotels offered her a degustation dinner showcasing our East-Coast food and wines and I was interviewed for several hours which enabled me to share my passion for Tasmania in general and in particular, the East-Coast, to the huge and affluent French readership of Le Figaro Madame," Mayor Cadart said.

"Madame Boyer de la Tour was awestruck by Saffire and the beauty of what she described as 'such a remote place of the world'.

"She told me I was a lucky man to live on such an exquisite island and she was amazed at how deeply I had become an Australian and a Tasmanian without losing my French culture and joie de vivre."

Madame Boyer de la Tour had no idea about the French historical connection with the East-Coast of Tasmania and did not realize why so many French names (including Freycinet) had been picked for most of our geographical local features.

Three overseas television networks have travelled to Tasmania to shoot successful documentaries about the region after receiving invitations from Mayor Cadart.

"It was an honour for me to be able to do my bit to put Tasmania on the map in order to attract more tourists and investors and open Tasmania back up for business and leisure."

Ends

For more information please contact Mayor Bertrand Cadart. Phone: 0407 511 454