

2019 YOUNG AMBASSADORS FOR THE BAROSSA VINTAGE FESTIVAL ANNOUNCED

Barossa's next crop of leaders, the Young Ambassadors, have been announced in preparation for the 2019 Barossa Vintage Festival.

The Young Ambassador program, now in its 20th year, identifies and raises the profile of future community leaders, while acknowledging that young people play an important role in the community and are essential for the future of the Barossa's vibrant wine, food, cultural and tourism industries.

The 12 Young Ambassadors for 2019 are:

- Daisy Press (Greenock)
- Madeleine Hopgood (Lyndoch)
- Kaitlyn Viergever (Tanunda)
- Emily Schmidt (Nuriootpa)
- Brittany Sheene (Tanunda)
- Melissa Helyar (Moculta)
- Lauren Hutton (Tanunda)
- Claudia Fechner (Penrice)
- Jordan Pridham (Angaston)
- Maegan Klingner (Tanunda)
- Kate Graves (Rowland Flat)

The ambassadors will spend the next eight months working on their own individual projects, participate in training and networking activities and be involved in planning and promotion of key Barossa Vintage Festival events. During the Festival, one Young Ambassadors will be awarded as the Barossa Young Ambassador and carry that title until the 2021 Barossa Vintage Festival.

Cathy Wills, Regional Tourism Manager (Tourism Barossa) and Jenny O'Brien, Vintage Festival Director congratulated the 12 young ambassadors.

"We are fortunate once again to have a really strong group of participants who are already great role models and ambassadors for our region," said Cathy.

"This program not only provides opportunities for young people to be involved in the Barossa Vintage Festival at a grassroots level, but it also has the potential to open many doors in the future as a result of mentoring and networking opportunities created through this program."

2017 Barossa Vintage Festival winner and Barossa ambassador, Nicola Biagi said "With my ambassadorship slowly coming to an end I can't wait to work alongside the next group of the 2019 Young Ambassadors who are excited, passionate and very keen to get the program underway.

"This year we are particularly excited to be able to share the journey of the young ambassadors via social media," she said. "This will provide the community with a real insight into the program and the role the young ambassadors will play in the lead up and during the Barossa Vintage Festival, as well as being a great online promotion for the region, particularly in the younger demographic."

With the group about to head out and be involved in the community and learning about the region, Nicola is encouraging the community to make them feel welcome and support them where possible.

"They will be getting involved in the community and learning about the Barossa over the next couple months so if you see them around, make them feel welcome.

"This really is a great program. It raises the profile of our region's future leaders while also promoting and benefiting the region at the same time!"

The Young Ambassador program is supported by Peter Lehmann Wines.

CAPTION

(Back L-R) Kaitlyn Viergever, Maegan Klinger, Rheanne Mann, Lauren Hutton, Emily Schmidt, Jordan Pridham (front L-R) Brittany Sheene, Madeleine Hopgood, Claudia Fechner, 2017 Young Ambassador Nicola Biagi, Melissa Helyar, Daisy Press and Kate Graves.

For more information please contact Jenny O'Brien on 0428 031 444 or Nicola Biagi on 0424 975 413.