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Media Release

FOLLOW THE JOURNEY OF OUR YOUNG AMBASSADORS

With preparations for the 2019 Barossa Vintage Festival in full swing, 12 Barossan Young Ambassador hopefuls are kicking off their program that includes mentoring, learning and networking opportunities.

For the very first time, the community can follow their journey and go behind the scenes of the program, thanks to social media.

The 2019 Barossa Young Ambassadors Daisy Press, Madeleine Hopgood, Rheanne Mann, Kaitlyn Viergever, Emily Schmidt, Brittany Sheene, Melissa Helyar, Lauren Hutton, Claudia Fechner, Jordan Pridham, Maegan Klinger, and Kate Graves will be documenting their Young Ambassador experience via Instagram.

The Young Ambassador program will see participants meet and engage with guest speakers from a cross section of industry and regional bodies with a focus on topics such as history, culture, food, wine and tourism, as well as attend informal gatherings and team building road trips.

2017 Barossa Young Ambassador, Nicola Biagi said the social media presence is new addition to this year's program and is designed to give the young ambassadors a creative outlet to share their experience.

"We're really excited to introduce a dedicated social media channel where the Young Ambassadors can document their journey over the next seven months," said Nicola.

"Our ambassadors are enthusiastic and passionate about the region and they're really excited about the opportunities that lie ahead. They are looking forward to sharing their experience with the wider community.

"By sharing this journey through social media, we're hoping to showcase the Young Ambassador Program and shine a light on how fantastic this program is for young people, with the aim of inspiring more people to consider nominating for the 2021 program."

You can follow the Young Ambassador's journey on Instagram via [yabarossa](#).

The Young Ambassador program is proudly supported by Peter Lehmann Wines and Clarke & Turner Travel Associates with Singapore Airlines. The program is run in conjunction with the Barossa Vintage Festival.

For more information contact Nicola Biagi on 0424 975 413.

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