



Press Release

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For Immediate Release

Broken Hill to Feature on a World Stage

A television Commercial for Goodyear Tyres set against the clear horizons seen from the Menindee Road will be broadcast across Japan from December.

Jap Art productions travelled to Broken Hill for a two days last week to shoot a commercial that featured a lone tyre bouncing down a road to the amazement of two Japanese bystanders.

“We surveyed locations throughout Australia and found that Broken Hill offered the best combination of location, infrastructure and local expertise,” said Rebecca Sutcliffe, Production Manager from Jap Art Productions.

“Following my initial telephone inquiry Film Broken Hill emailed pictures of several locations options that we forwarded to our clients in Japan. What they saw fitted the brief so we decided to come and take a look for ourselves”.

Film Broken Hill escorted the Producers to the preferred locations during the initial survey and assisted in securing the necessary approvals for the shoot to take place

Kathy Kennewell, Film Officer from Film Broken Hill, stated “the office has been busy of late with up to six separate requests for location images and information arriving every week”.

The Goodyear commercial was the second to shoot in the region in the last month with Hat Productions shooting a TVC for an undisclosed client early in September.

For more information contact: Andrew Plumer on: 0401 124 004.