

For release: Thursday 29<sup>th</sup> September 2016

## The ABC goes Back to Yack!

The local Yackandandah community, 'Back Roads' presenter Heather Ewart and the ABC will reunite on Friday November 25 to deliver a cracking street party complete with a live radio broadcast from Yackandandah's High Street. This event will celebrate the return of *Back Roads* (on ABC TV from Monday 28<sup>th</sup> November) and launch the expansion of *Back Roads* as a digital initiative with more stories to explore online and on mobile.

When *Back Roads* aired in 2015 Australians fell in love with Yackandandah's positive community spirit, its creative artisan culture and its 'can-do' attitude. In returning to Yack the ABC will celebrate its commitment to sharing the stories of regional Australia with national audiences.

The Director of ABC Regional, Fiona Reynolds, said *Back to Yack* will not only showcase more inspiring and poignant stories from Yackandandah it will also celebrate resourceful regional communities across the country. *"When I watched the Yackandandah episode of Back Roads I wanted to move there. This small community, like so many others across the country, is not only resilient but vibrant because its residents are simply prepared to 'have a go' in the great Australian tradition."*

The host of *Back Roads*, Heather Ewart, said, *"All around the country people stop me and tell me how much they've loved getting to know these towns through the program and the Yackandandah episode is often mentioned as one of their favourites."*

Indigo Shire CEO Gerry Smith said he was delighted with the ABC decision to launch the digital format of *Back Roads* in Yackandandah. *"When the episode on Yackandandah went to air we almost crashed the website such was the community's collective enthusiasm to see their town in the spotlight. The street party will be one to remember and I hope as many people as possible can come along and participate. I know that this community will turn out in droves."*

More details about the event will be announced towards the end of October.

### Back Roads Digital project

We know there are many more regional back roads and entertaining local characters than can fit into the new season of the program, so we're putting the callout to all regional communities to show us the best places and people from where they live by contributing to the new user-generated-content initiative 'My Back Roads'.

To share a story about where they live audiences just need to take a photo or make a short video about a local place or unique face and publish it on the [Back Roads website](#) (or simply add the hashtag **#backroads** to their photos on Instagram). The collection of 'My Back Roads' stories will be available on the [Back Roads website](#) and via social media for everyone to enjoy.

**SAVE THE DATE: Back To Yack. 3-10:30pm, Friday 25<sup>th</sup> November 2016, Yackandandah VIC.** No ticket required, all welcome.

- **Back Roads season two begins on Monday 28<sup>th</sup> November 8pm on ABC TV**
- **A repeat of Back Roads season one is currently airing on ABC TV and iview**

### For more information:

**Amy Hills** Head, Engagement & Policy - ABC Regional

P 03 6235 3400

M 0428 896 067

E [hills.amy@abc.net.au](mailto:hills.amy@abc.net.au)