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MEDIA RELEASE

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Civic pride wins PDC top honour at short film festival

PRODUCING a video highlighting the best of Pilbara living has won the Pilbara Development Commission first place at the inaugural 2014 SEGRA Short Film Festival.

An initiative of the Sustainable Economic Growth for Regional Australia (SEGRA), the shortlisted films were screened at the annual conference dinner in Alice Springs last night highlighting the chosen theme, 'why I love where I live.'

Pilbara Development Commission Chief Executive Officer Dr Ken King said he was thrilled to receive the news of the Commission's victory.

"This is a big win for the whole Pilbara," Dr King said.

"There is an inherent civic pride among residents living in the region and this was a fantastic opportunity to showcase it on a national stage."

The entry highlighted the unique Pilbara lifestyle and included iconic locations such as Millstream-Chichester National Park, Dampier Archipelago and Karijini National Park.

The images were complemented by the voices of local residents sharing why they loved where they lived.

"The easiest part of producing the film was finding people to do the voiceovers," Dr King said.

"We had so many people excited to be involved in the project that we couldn't fit them all into the short 90 second film,"

"It's a great acknowledgement of the improving liveability of all Pilbara towns as we move away from places that people come to work and into towns and cities that people choose to call home."

The winning entry was selected by a panel of judges based on cinematic storytelling that promoted the people, place and productivity of regional Australia.

The Commission was awarded \$1,000 prize money from film festival sponsors Bendigo Bank which will be donated to a Pilbara charity.

The video can be viewed on the Commission website www.pdc.wa.gov.au

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