

Thursday, 28<sup>th</sup> April 2016

## **FOR IMMEDIATE RELEASE**

**Caption:** Cairns students jump at the chance to let others know why they love the Cairns region.

## **2016 Unlock the Cairns in You Instagram competition encourages students to share passion for Cairns region**

Study Cairns has officially launched their new look Instagram account, and to celebrate, they are running their first 'Unlock the Cairns in You' Instagram competition, with entries opening next Monday, 2nd May.

Study Cairns President, Carol Doyle said the competition invites students to upload a short video about why they love the Cairns region.

"This *Unlock the Cairns in You* Instagram competition is an opportunity for one lucky student to show how studying in Cairns can open doors to exciting new adventures," she said.

Ms Doyle said the winner will be given the opportunity to act as the 'face of Study Cairns', through fulfilling a student spokesperson role for the organisation over a three month period.

"The student spokesperson role is a unique opportunity for the winner to share their *Study Cairns* experiences with the world, whilst being involved in exciting educational tourism focused products, such as day tours to the Great Barrier Reef; and exploring the other great attractions of Cairns," she said.

Before the winner is announced on 25<sup>th</sup> May 2016, the most unique and creative entries will be shortlisted and uploaded to the Study Cairns YouTube channel. The winning entry will be determined by Study Cairns members.

The competition is open to students who are currently enrolled in an accredited program in Cairns. To enter, visit [www.facebook.com/studycairns](http://www.facebook.com/studycairns) for more information. Entrants only need to complete three simple steps: (1) create a video outlining why you love studying in Cairns; (2) post it to your Instagram account, and ensure your account is set to public; (3) make sure you use the hashtag #studycairns and hashtag your education provider.

Entries must be submitted by Thursday, 19th May 2016.

### **For more information:**

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