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ENCOURAGE A COUNTRY CHRISTMAS

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A STATEWIDE initiative has been launched to drive sales in regional areas over the busy Christmas period. Launched by state senator Hollie Hughes, the program encourages rural and regional businesses to register at gocountryforchristmas.com.au for city-based Christmas shoppers.

"These businesses mainly exist because of the agriculture around them and when drought is devastating the land, we need to think laterally about other ways to support rural and regional economies," Ms Hughes said.