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NEWS RELEASE

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Rochester to join the Silo Art Trail

GrainCorp announced today that Rochester in central Victoria is the latest regional town to join the ever-expanding GrainCorp Silo Art Trail.

The latest project is a joint effort between GrainCorp, the Rochester Business Network and the local community.

GrainCorp's Victorian Regional Manager, Peter Johnston, said: "We are delighted to provide the silos as the massive canvas for this project. As we have seen across Victoria, grain silos have a special place in many communities and by creating works of art on them, we have given them, and hopefully the community, a new energy."

Rochester Business Network President, Glenda Nichol, said: "We are so very excited! Anything that is good for our town we are thrilled to be part of. We hope the silos will provide another reason for travellers to stop in town and explore this part of Victoria. We are excited that Rochester is joining the GrainCorp Silo Art Trail!"

The project is unique in that the local community will be supporting the project. "We are one very resilient community. The way this project has come about is fantastic for town", said Kate Taylor, Rochester Business Network member. "We want to invite all Victorians to come to our town, see the artwork, have a coffee or a beer and check out the other great things we also have to offer in Rochester", Kate said.

The town have secured Dvate as their artist. Dvate is a world-class artist who is well respected in the street art community.

"We are excited and we cannot wait to see our artist pick up the paint brush and start", said Glenda.

Painting is due to start this weekend and is scheduled to take one month.

About the project

The Rochester Silo Art project is an initiative of Rochester Business Network (RBN), supported by local businesses and families of the Rochester community. The silo canvas and support services have been provided by GrainCorp.

Other GrainCorp Silo Art Trail projects:

Victoria: Devenish, Brim, Sheep Hills, Patchewollock, Lascelles, Rosebery

Queensland: Thallon

For more information on the Silo Art Trail: graincorpsiloart.com.au

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