



# The Hon Ray Williams MP

Member for Castle Hill

Parliamentary Secretary to the Premier and Western Sydney

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## MEDIA RELEASE

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**28 October 2019**

### **CASTLE HILL URGED TO #BUYREGIONAL FOR CHRISTMAS THIS YEAR**

Member for Castle Hill Ray Williams MP is urging people in Castle Hill to Buy Regional when doing their Christmas shopping this year to support regional businesses struggling through the worst drought in recorded history.

Mr Williams said the Buy Regional campaign is an online hub that showcases regional shops and sellers together in one place, to make it easy for shoppers to both find the perfect Christmas gift and support regional NSW.

Sydneysiders are being encouraged to visit [www.nsw.gov.au/buyregional](http://www.nsw.gov.au/buyregional) and browse six categories, Wine, Fashion, Food, Gifts for Kids, Art & Design and Christmas hampers, to find gifts for their friends and family and support regional NSW towns.

“Regional businesses can participate in the Buy Regional hub and social media network for free, so people wanting to help can give retailers in drought stricken areas the present they want most this Christmas – customers,” Mr Williams said

“We’ve recently seen the great success of online communities like #buyfromthebush and the NSW Government’s Buy Regional hub is bringing all of these fantastic initiatives together to provide an easy to browse directory of regional businesses.

“The Buy Regional hub is the perfect place to buy a meaningful gift this Christmas and put money directly back into the pockets of regional families and businesses.”

Deputy Premier and Minister for Regional NSW John Barilaro said Sydneysiders are also being encouraged to buy meat, produce and hampers from regional NSW for festive get togethers and Christmas Day feasts.

“We’re telling Sydneysiders to favour the flavour of regional NSW and ask their butchers and greengrocers for meat, poultry and produce provided by NSW farmers or to check out the Buy Regional hub for honey, preserves, veg, meat or even fully-stocked hampers, all sourced locally,” Mr Barilaro said.

“People want to help and Buy Regional is providing a very simple but effective method of showcasing regional businesses to a large audience with Christmas gift dollars that they’re ready to spend.

“I encourage all people in Castle Hill log onto the Buy Regional hub now and see what you can find for Christmas this year.”

“It might be the best gift you ever give!” he said.

The Buy Regional for Christmas hub is at: [www.nsw.gov.au/buyregional](http://www.nsw.gov.au/buyregional).

**ENDS**

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