

★ FOREVER ★  
**GOOD  
FOR YOUR  
SOUL**

Campaign Creative Examples



# Billboard SH25a

**The Coromandel**  
GOOD FOR YOUR SOUL

Help us keep *The Coromandel* forever good for your soul

- Protect our forest and kauri by cleaning shoes and bikes
- Catch your dinner not your bag limit
- Bin your rubbish, recycle or take it home
- Say NO to single-use cups

[www.thecoromandel.com](http://www.thecoromandel.com)

Credit: Felicity Jean Photography Pahi Coastal Walk, Northern Coromandel





# North and South Magazine

LOOK LOCAL: BAY OF ISLANDS / TRAVEL N&S

## TRAVEL BACK IN TIME

Experience Tāmaki Makaurau's living history museum

historicalvillage.org.nz  
75 Bells Road, Pakuranga, Auckland  
09 576 9506

**HOWICK**  
HISTORICAL VILLAGE

**GREAT RIDES**  
POU HERENGA  
TAI TWIN COAST  
CYCLE TRAIL

A scenically spectacular cross-country journey from the Bay of Islands to Hokianga Harbour.

facebook.com/Twincoast  
Check us out on  
[twincoastcycletrail.kiwi.nz](http://twincoastcycletrail.kiwi.nz)

**Great Escape**  
Sail Yourself Yachts

*Come sail with us*

Sailing School and Bareboat Charter in the beautiful Bay of Islands

sail@greatescape.co.nz  
Ph (09) 402 7143  
[www.greatescape.co.nz](http://www.greatescape.co.nz)

**NORTHLAND EXPERIENCES**

UNIQUE BIKING AND HIKING TOURS

**5 day/night e-bike tours - Starting in the Bay of Islands**  
Cycle the Twin Coast Cycle Trail and beyond  
Explore the Far North cycling to iconic Cape Reinga

**3 day/night walking tour - Bay of Islands**  
Fine cuisine, vineyards, walk the islands

**Fully supported - all inclusive, nothing to do except book**

0800 245 364 [www.northlandexperiences.co.nz](http://www.northlandexperiences.co.nz)

**The Coromandel**  
GOOD FOR YOUR SOUL

## Giving more than we take

Our respect for nature and our beautiful environment unites us in *The Coromandel*, it's why we are here. It's a place where nature and people connect, a place that gives back, that is *forever good for your soul*.

We love the buzz of summer when our family and friends are here and we all want to preserve those special qualities that draw us to *The Coromandel*. Not to keep this place the same, but to leave it better than when we arrived.

*Simple everyday actions help us do this together*

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WANT TO ADVERTISE HERE?

P. 021 673 133 E. [classifieds@xtra.co.nz](mailto:classifieds@xtra.co.nz)



# Informer Summer Magazine

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*Simple every day actions help us do this together.*



- STAY ON THE TRAIL**
  - No need to forge our own track taking shortcuts, just enjoy the walk.
  - Stick to slides in our playgrounds not in our fragile sand dunes. There's a walkway to the beach nearby.
  - Scrub shoes and bikes going in and out of the forest to protect our kauri from diseases.
- SAVE WATER**
  - We are surrounded by water, but we don't store a lot. Please use just what you need.
  - We make it work with short showers, full wash loads, tap off while brushing teeth.
  - Ask your host not to change your sheets and towels every day.
- CATCH WHAT WE NEED**
  - Fish for dinner not the daily legal catch limit. You can always release that extra one or give it to the neighbours.
  - Some of our fisheries are closed to recover, so make sure you know where you can go.
- PROTECT OUR WATERWAYS**
  - Wash the boat on the lawn - no soap down the drain!
  - Boaties, don't spread killer seaweed; check the rules before heading to Aotea Great Barrier and Ahuahu Great Mercury Islands.
  - Pick up after pets.
- LEAVE OUR WILDLIFE WILD**
  - Dotterel nest on our beaches, so keep dogs on leads, away from marked nesting areas.
  - Kiwi live in our forest, so have aversion training for your dog, keep her on a lead and mind the signs.
  - A bell on a cat's collar will save birds, geckos and skinks.
- REDUCE RUBBISH**
  - Take home trash from the trail and the beach.
  - Keep cups are the go, we're not keen on single-use cups here.
  - Or single-use anything really. Say No to plastics - of all sorts.
- SUPPORT LOCAL**
  - Buy from our growers and artisans - better value and lower carbon footprint.
  - Keeping it in the neighbourhood economy helps our people thrive.
  - Give time to one of the many community organisations cleaning up our environment.

*Immerse yourself in The Coromandel way of life while you are here, and do things our way.*  
#goodforyoursoul  
WWW.THECOROMANDEL.COM

Manaaki whenua, Manaaki tangata, Haere whakamua  
CARE FOR THE LAND, CARE FOR PEOPLE, GO FORWARD



## The Coromandel

GOOD FOR YOUR SOUL

- Protect our forest & kauri by cleaning shoes and bikes
- Catch your dinner not your bag limit
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Credit: Felicity Jean Photography | Paki Coastal Walk, Northern Coromandel

# Hauraki Herald

22 HAURAKI HERALD, JANUARY 13, 2023 [neighbourly.co.nz](http://neighbourly.co.nz)



## The Coromandel

GOOD FOR YOUR SOUL

### Giving more than we take

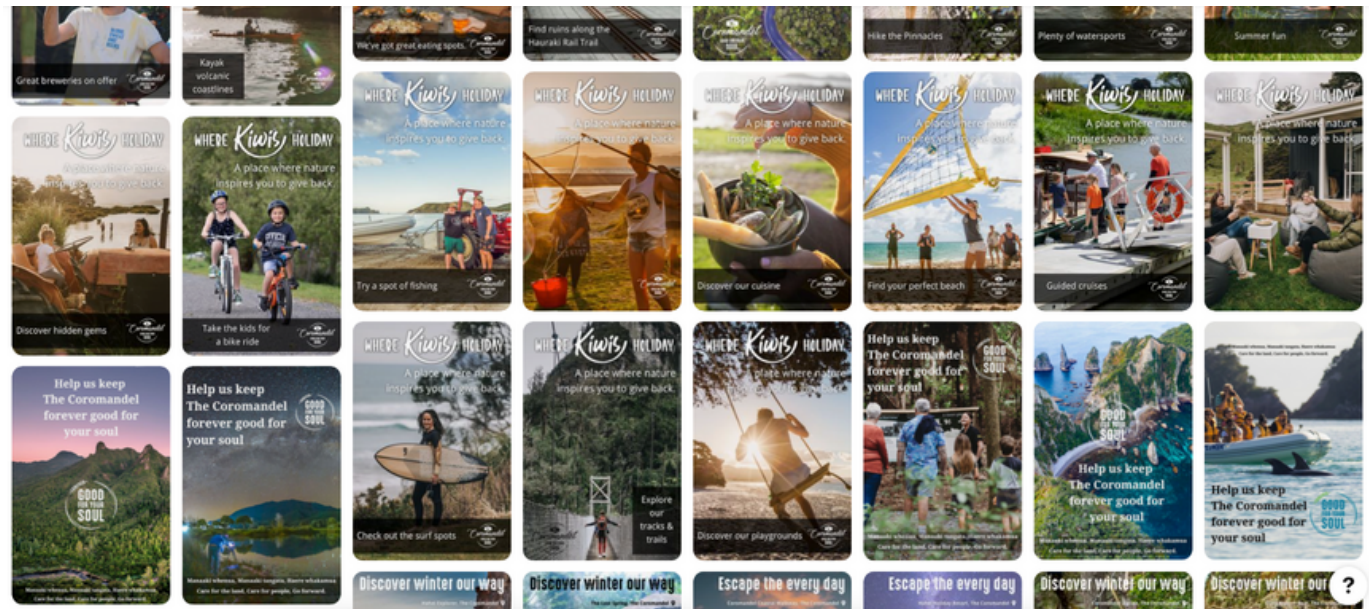
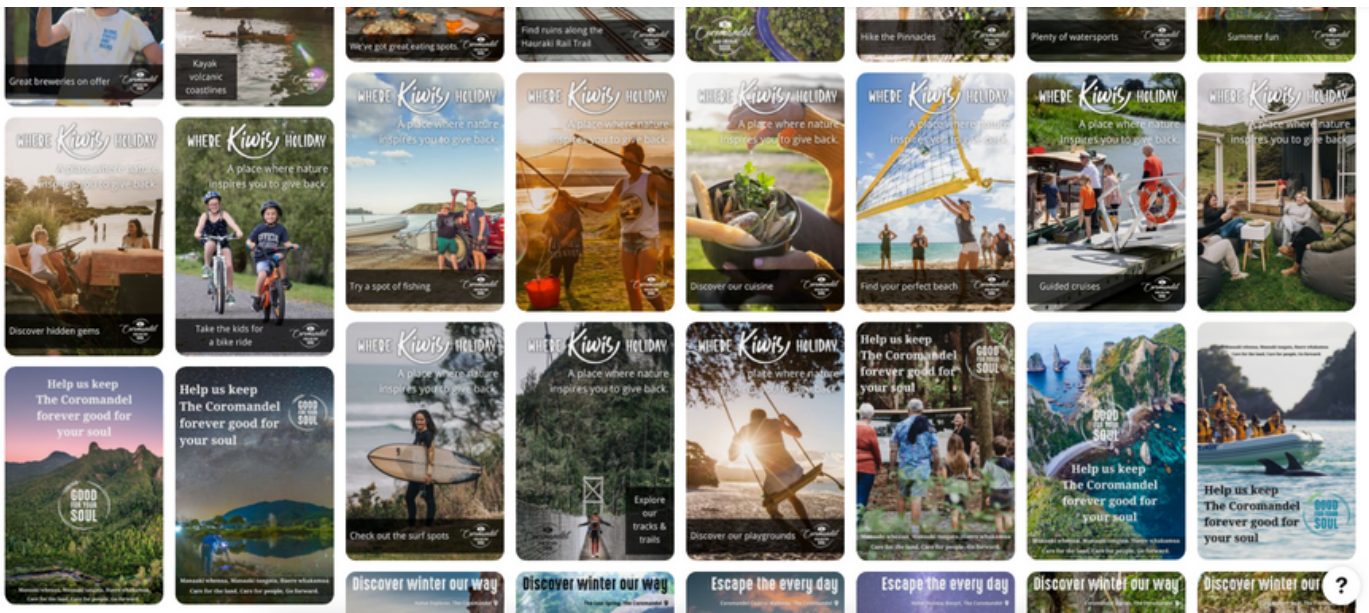
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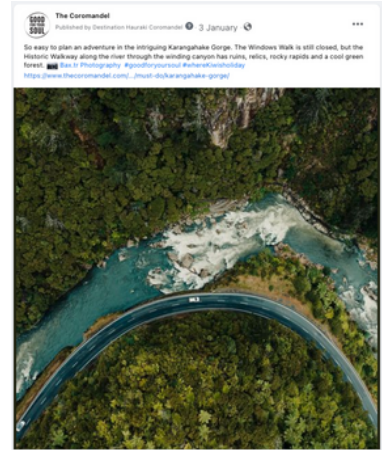
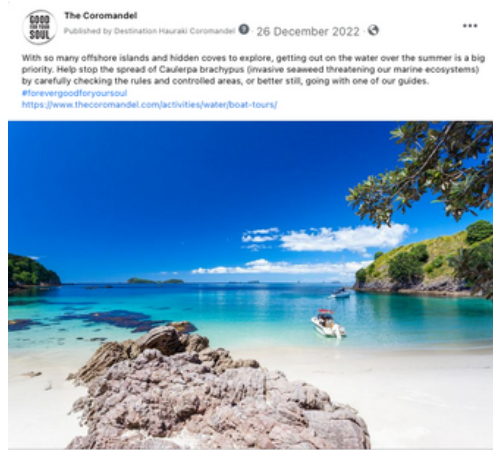
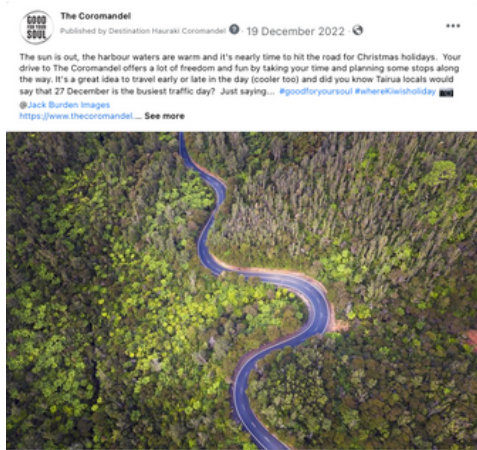
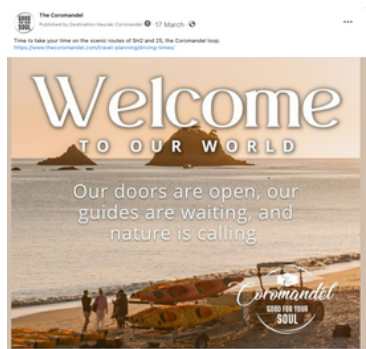
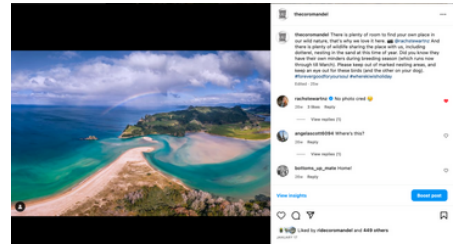
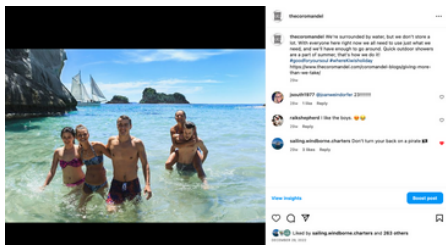
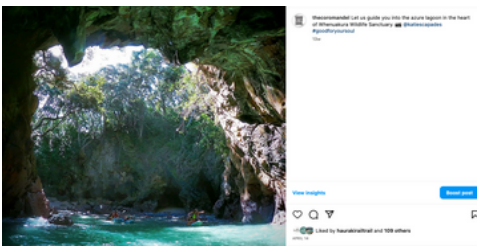
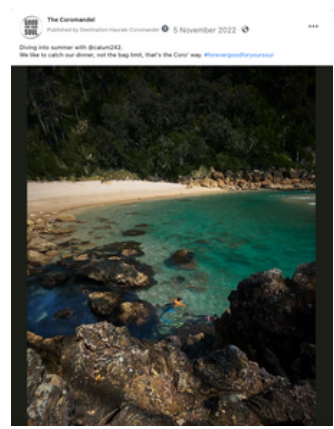
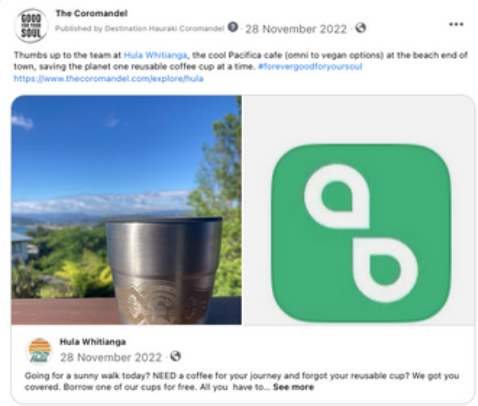


# Social Activity





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