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VIOLET TOWN DISCOVERED BY ABC PROGRAM 'BACK ROADS'

ABC's 'Back Roads' program sees Heather Ewart explore the Back Roads of Australia, uncovering remarkable country towns and inspiring local people.

Heather and the 'Back Roads' crew made the trip to Violet Town to put together an episode which will wrap up their third season, going to air on Monday 29 January.

There is no town more inspiring and charming than Violet Town, a small community with a huge character, located in the Strathbogie Shire, just two hours from Melbourne.

Violet Town is renowned for its monthly market. Founded in 1978, the premier market takes place on the second Saturday of the month, with over 250 stalls of regional produce, plants, handmade arts and crafts and more.

Viewers of the 'Back Roads' program can expect footage from the Violet Town Market, as well as the Nightmare on Cowslip Street event on Melbourne Cup Eve, and will hear from many interesting people such as Ella Hooper, lead singer of well-known band Killing Heidi and Rowena Allen, Victorian Commissioner for Gender and Sexuality.

Mayor Amanda McClaren said the program is an exciting opportunity for the town and region.

"I have no doubt viewers will fall in love with Violet Town and its beautiful community," Cr McClaren said.

"Council is optimistic about increased visitation to Violet Town and the region as a result of this media exposure."

Mayor McClaren encourages Violet Town residents and businesses to be prepared for the potential tourism growth.

"The town has so much to offer and I know the Violet Town community will welcome visitors with open arms," she said.

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