

Kelly Slater Surf Footage Features In Online Environmental Campaign

By Soul Arch Media & Marketing

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Gold Coast's Save Our Spit campaign has launched a new online video clip featuring footage of 8x world surfing champion Kelly Slater donated by web video production company, Soul Arch Media & Marketing.

Video footage of the world's most celebrated surfer never publicly shown outside the U.S.A. has been included in a short online clip highlighting the precarious position of a coastal area known as The Spit on Australia's Gold Coast.

Footage of Kelly Slater shot by Soul Arch Media & Marketing's Dave Emge for The Surfer's Network was recycled into the two-minute clip in order to illustrate how The Spit's world-class waves attract the world's best surfers, and why we should protect this area from further development.

Home to long sandy beaches filled with punchy A-frame peaks, and as one of the rare undeveloped patches of coastline in this thriving region, The Spit provides a welcome sanctuary away from the hustle-and-bustle of nearby Surfers Paradise and attracts surfers and travellers from near and far.

"Pairing surf footage along with candid vox-pop style interviews conducted with everyday beachgoers serves to highlight this area's importance to people from all walks of life. The video shows it's not just important to protect this area because of the surf factor, but to protect our relaxed Gold Coast way of life," said Soul Arch Media & Marketing's Carolyn Ridings Emge.

Soul Arch Media & Marketing and The Surfer's Network donated the footage and creation of the online video to Save Our Spit to show their support for the campaign's ongoing efforts to keep The Spit free from further commercial development. The SOS video was the latest donated project in Soul Arch Media & Marketing's community support program. Apart from supplying web video and podcast production, copy-writing and online marketing services to lifestyle and surf brands, web designers, travel and property agents, small businesses, and even other marketing and advertising companies, Soul Arch Media & Marketing donate one project a month for free to suitable not-for-profits and environmental agencies.

To view the SOS video online please visit:

http://saveourspit.com/No_Terminal/Kelly-Slater/Kelly-Slater-Straddie.htm

OR

<http://www.soularchmedia.com/pages/commercial-2.html>

About Save Our Spit:

The Save Our Spit (SOS) campaign was launched to protect a unique parcel of coastal land on Queensland's Gold Coast from being exploited in ways that would greatly impact recreational public areas. SOS has successfully halted an International Shipping terminal, a Super Boat Marina, a Marine Simulator and even a giant Ferris Wheel from being built on The Spit. SOS is now urging local government to stick to the existing town plan to ensure no high-rises are built on The Spit, and want the area gazetted so it can be preserved for all to enjoy forever. To join the campaign, visit www.saveourspit.com

About Soul Arch Media & Marketing:

Soul Arch Media & Marketing is based on the Gold Coast, Australia, and specializes in creating effective online campaigns for any budget with a strong focus on emerging technologies like web video production, online video tours, podcasts, vodcasts corporate video business cards and social media newsletters, whilst also incorporating tried-and-true marketing and P.R. tools like press releases and direct marketing e-newsletters. All of these services give clients big results without breaking the bank, and are more socially

responsible than mass flyer mail-outs or junk mail pamphlets destined for the trash heap. Apart from offering clients 'greener' marketing solutions, they also endeavour to minimize their own ecological impact. Soul Arch Media & Marketing uses green energy, recycles paper and waste, and keeps its own advertising material to a bare minimum. Visit them online at: <http://www.soularchmedia.com>

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