

## radio script 45'

Client: Mount Hotham RMB  
Campaign: True Spirit of Alpine Australia  
Title: **'STRESS & SNOWBALLS'**

Music: Campaign soundtrack (Outlaw Lullaby)

Mountain VO: It's me, Mt. Hotham.

Look, I've heard that down where you are, stress snowballs. It builds up with concerns and worries, is pushed by expectations and deadlines – and yet it goes nowhere.

Up here, snowballs are made of snow. And because I'm higher than anywhere else, you and your family can push them in any direction, and they're gone. Down cascading ski runs or untouched backcountry. Descending through uninterrupted views and virginal forest. Leaving just you, a lung-full of fresh air and a cold tingle in your fingers.

All I can say is that I am here, and I am waiting

MVO: Discover the True Spirit of Alpine Australia. Search 'Mount Hotham' for more

radio script 45'

Client: Mount Hotham RMB  
Campaign: True Spirit of Alpine Australia  
Title: **'ABOVE THE BULLDUST'**

Music: Campaign soundtrack (Outlaw Lullaby)

Mountain VO: It's me, Mt. Hotham.

Skill or no skill. Fancy gear or rental gear... it's time to stop worrying about how you look on the snow. Look at me: my face is weathered with the lines of ancient indigenous walking tracks and the paths of dam builders and adventure seekers. And I fit in just fine.

I mean, sure, with each morning's fresh snow and under the rising of the alpine sun I look pretty good... but that's surface stuff.

I can't speak for folks below 1860m,-but up here, you can be above the bull dust.

All I can say is that I am here, and I am waiting

MVO: Discover the True Spirit of Alpine Australia. Search 'Mount Hotham' for more

## radio script 45'

Client: Mount Hotham RMB  
Campaign: True Spirit of Alpine Australia  
Title: **'TAKING RESPONSIBILITY'**

Music: Campaign soundtrack (Outlaw Lullaby)

Mountain VO: It's me, Mt. Hotham.

Maybe it's just because I'm the tallest that I have to take responsibility, but don't you think that Australia's mountains deserve a little more respect? Nowhere else in the world can you ski amongst majestic ghost gums, or share the slopes with kangaroos or mountain pygmy possums.

My own village is one of the highest in the world – inhabited year-round by the most genuine, down to earth folks you're ever like to meet.

Our tallest poppies are our mountains, folks, and it's time to stop cutting 'em down.

All I can say is that I am here, and I am waiting

MVO: Discover the True Spirit of Alpine Australia. Search 'Mount Hotham' for more