



Andrew Stoner MP

Acting Premier of NSW

Minister for Trade and Investment

Minister for Regional Infrastructure and Services

MEDIA RELEASE

OSCAR WINNER NICOLE KIDMAN FILMS IN REGIONAL NSW

Acting Premier Andrew Stoner today announced that Sydney's own Oscar-winner Nicole Kidman will film her global television commercial for Swisse Wellness in her home state of New South Wales.

"I'm delighted that Nicole Kidman and Swisse Wellness have chosen our State to film the campaign which will be broadcast in the United States from April and in key tourism markets around the world later in the year," Mr Stoner said.

The announcement was made at the annual G'Day USA black tie gala ball, now in its 10th year, where Nicole Kidman walked the red carpet and hosted a table with Swisse Wellness CEO Radek Sali.

Mr Sali said, "We are looking forward to showcasing NSW to the rest of the world when Swisse Wellness launches its TV, digital and print campaign with our Global Ambassador Nicole Kidman on American TV screens in April.

"On top of Ellen DeGeneres coming to Sydney for our brand in March, our partnership with Destination NSW has been key to ensuring these extraordinary events happen in NSW," Mr Sali said.

Mr Stoner said, "The decision by Swisse Wellness to choose NSW reinforces our State as a premier destination for international filming making, with films *The Wolverine*, *The Great Gatsby*, and *X-Men Origins* all also produced here. I'm delighted that Nicole's commercials for Swisse Wellness will showcase NSW to an international audience."

The television commercials, to be filmed in February, will be broadcast on networks showing the Emmy-Award winning *Ellen DeGeneres* show from April 2013. The *Ellen DeGeneres Show* is broadcast weekdays to a worldwide audience, with over 16 million viewers per episode.

Nicole Kidman and Ellen DeGeneres talked about Ellen's forthcoming visit to Sydney on the program and Ellen thrilled her studio audience by inviting audience members to Australia, with accommodation and transfers provided by Swisse Wellness and free flights provided by Qantas.

Ellen DeGeneres' visit to Sydney is also being supported by the NSW Government's major events and tourism agency, Destination NSW.

The *Ellen DeGeneres Show* is broadcast in 21 countries, including key international tourism markets of North America, Japan, New Zealand, Singapore and the UK.