

q celebration: AUSTRALIA DAY 2017

NEW AUSTRALIAN LAMB CAMPAIGN CELEBRATES AUSTRALIA

The highly anticipated Australian Lamb campaign has launched, which this year shines a light on who we are as a nation, and celebrates modern Australia no matter what the date.

Australian's love for lamb is universal and the new campaign highlights this, featuring a cast of Australians from all walks of life coming together over a lamb barbecue.

Opening on the pristine Australian coastline, as the nation's first people search for the perfect spot to fire up a barbie. It doesn't take long for other revellers to join the hosts. Every arrival, from the European settlers to the most recent of Australian migrants, is welcomed to the modern day lamb barbecue, each bringing their own dish and flavour to the celebrations.

The resulting party is a truly united celebration of Australia.

The all-inclusive barbecue has appearances from familiar faces such as Sam Kekovich, Olympian Cathy Freeman and National Rugby player Wendell Sailor.

Other Australians present include Australia's culinary gem, Poh Ling Yeow, renowned Australian cricket player Adam Gilchrist and LGBTQI comedian Rhys Nicholson alongside a list of Australian extras; again proving lamb is the most multicultural meat.

Watch the film on the We Love Our Lamb Facebook and YouTube page. View the content here: https://youtu.be/LX__j-zeaWs

Find lamb recipe inspiration at www.weloveourlamb.com.au. We Love Our Lamb is a brand originating from Meat & Livestock Australia (MLA). For more information on MLA, visit <http://www.mla.com.au>

