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Press Release: STET Limited

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<https://www.dropbox.com/s/y36xp80kn1j4t2y/mostnz-seabirds.jpg?dl=0>

ENQUIRES:

Shaun Lee
shaun@stet.co.nz
021 555 425



Tourism website paints a different picture of New Zealand

A hard-hitting website showcases both the beautiful and ugly aspects of New Zealand's environment. There are over 20 claims like "New Zealand has the most seabirds" and "New Zealand has the most unique moths". But there is a darker side to it with "New Zealand has the most endangered birds" and "New Zealand has the most cows" where it graphically illustrates New Zealand's biodiversity crisis and controversial farm effluent problem.

Each claim on mostnz.com has been bought to life with video, stunning photography and diagrams by designer Shaun Lee.

"I didn't want to create a 100% pure postcard version of New Zealand, I am not showing what New Zealand was in pre-human times, I am showing everyone what you will see if you really explore it".

There are links to destinations and to volunteer groups who are helping to protect New Zealand's environment. The designer hopes the website will increase domestic and international tourism in New Zealand. He doesn't think New Zealanders value their environment enough.

"When I started this project I had never even seen a wild kiwi or gecko, maybe if people knew exactly why these things are so special we would have more of them." he says.

Shaun developed his view of New Zealand's wildlife while on conservation and restoration initiatives like trapping, tree planting, dotterel minding and kiwi, takahe, gecko and mussel reef monitoring.

"One day I was digging trash out of slope in the bush with two scientists and they mentioned these limpets that glowed in the dark, I had to check them out. They are unique and quite stunning, but strangely you won't find them in mentioned our best nature books."

This hands on experience has created a unique perspective, not the kind of website a company or government agency might have created. Shaun is a direct and honest designer who has used modern story telling techniques to put New Zealand on the world stage in a way it hasn't been seen before.

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