

WEEKEND ESCAPES IN THE MIDDLE OF EVERYWHERE



ABOUT THE WELLINGTON SHIRE COUNCIL

Population: 45,639 (2021 census)

Land Area: 10,924 square kilometres

Climate: Wellington experiences mild and temperate conditions with coastal and alpine variations. We experience mild winters and warm summers.

Industry: Wellington has a strong and diverse local economy boasting oil and gas production industries, manufacturing, government, defence, primary industries, forestry, construction and retail industries.

Wellington Shire Council: www.wellington.vic.gov.au

The Middle of Everywhere: www.themiddleofeverywhere.com.au



EXPLORE

The Middle of Everywhere

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EXPLORE THE GIPPSLAND PLAINS

Begin your journey in Sale, the perfect gateway to your adventure, before venturing out to discover the unique charm of Maffra and Stratford.

5

EXPLORE THE TARRA REGION

Prepare to be captivated by the ancient beauty of Tarra Bulga National Park before heading to Yarram and Port Albert, where a rich blend of history, vibrant street art, and coastal charm awaits.

6

EXPLORE THE 90 MILE BEACH

Experience the endless golden sands of 90 Mile Beach, a stunning year-round destination, paired with the water sports haven of Loch Sport for the ultimate coastal escape.

7

EXPLORE OUR FOODIE FAVOURITES

Indulge in our Foodie Favourite trek, a weekend packed with the region's best cafes, bakeries, farm gates, and wineries—perfect for serious foodies and casual snackers alike.

8

EXPLORE WET WEATHER OPTIONS

Don't let the clouds dampen your spirits—The Middle of Everywhere shines even when the sun doesn't. Rain or shine, you can fill your weekend exploring our premier historic museums, curated galleries, and unique local collections.

9

EXPLORE OUR LOCAL MARKETS

Discover the best of the region at our local markets, where growers, bakers, and makers gather to offer a curated collection of fresh produce and handcrafted goods.

10

EXPLORE OUR LOCAL PRODUCERS

As one of Victoria's premier food bowls, The Middle of Everywhere is a bounty of world-class local producers and fresh flavors guaranteed to satisfy every craving.

11

EXPLORE OUR CYCLING ADVENTURES

Whether you're shredding downhill at a Mountain Bike Park or cruising the scenic Rail Trails, you're guaranteed a cycling adventure that gets your pulse racing and your eyes fixed on the pure majesty of The Middle of Everywhere.

12-14 EXPLORE OUR AMAZING DRIVES

The Middle of Everywhere has some of the regions finest drives, you can explore High Country, Coastal or inland with these amazing drives.





Sale Swing Bridge



Gippsland Plains Rail Trail



Gippsland Vehicle Collection

DESTINATIONS Sale, Stratford, Maffra

FRIDAY EVENING	TIME	ACTIVITY	WHAT TO DO
	6PM	Check In, Chill Out	Settle into your accommodation, before hitting the town
	7PM	Plates, Pours & Pauses	Head out to one of Sale's eateries and enjoy a great feed
	9PM	Find Your Favorite Sound	Check out some local music at one of our pubs
	11PM	The Daily Log-Off	Head back to your hotel and get some rest for Saturday

SATURDAY	TIME	ACTIVITY	WHAT TO DO
	8AM	The AM Essentials	Start the day right with a bite to eat at a cafe or bakery
	10AM	A Curated State of Mind	Check out Gippsland Art Gallery for a feast for the senses
	12PM	Lunch and walk	Grab lunch at one of our locals then take in the Wetlands
	2PM	Sale Botanic Gardens	Explore one of Victoria's oldest regional Botanic Gardens

SUNDAY	TIME	ACTIVITY	WHAT TO DO
	9AM	The Morning Power-Up	Hit the road to Stratford and enjoy a coffee and breakfast
	10AM	Take in a trail or two	Take in the Arts Trail or if you have a bike the Rail Trail
	12PM	The Midday Momentum	Head to the Vines on Avon for Lunch
	2PM	Hit the Shed and the Farm	Visit the Gippsland Vehicle Collection & The Berry Dairy



The Wedge



Yarram (Heesco Town)



Tarra Bulga National Park

DESTINATIONS Sale, Tarra Valley, Port Albert & Yarram

FRIDAY EVENING	TIME	ACTIVITY	WHAT TO DO
	6PM	Bags Down, Feet Up	Check in and relax for a minute before grabbing a meal
	7PM	From the screen to the soul	Catch a show at The Wedge, or a movie at Sale Cinemas
	9PM	Live, Loud, and Local	Check out some local music at one of our pubs
	11PM	Power Down to Power Up	Head back to your hotel and get some rest for Saturday

SATURDAY	TIME	ACTIVITY	WHAT TO DO
	8AM	The Morning Power-Up	Start the day right with a bite to eat at a cafe or bakery
	10AM	Park the car, find the peace	Head south to Tarra Bulga for some awe-inspiring walks
	12PM	Good Food, Great Break	Enjoy lunch at the Visitor Centre and marvel at the sights
	2PM	Vines, views, and vintages	Head to Carrajung Estate for lunch and a sip of wine.

SUNDAY	TIME	ACTIVITY	WHAT TO DO
	9AM	Mornings made mobile	Grab coffee and breakfast on the go as you head to Yarram
	10AM	Brushstrokes & Daydreams	Explore and find out why it's known as Heesco Town
	12PM	Bites and Breaks	Head to Port Albert and enjoy a lunch of fish and chips
	2PM	Old stories, new viewpoints	Visit the Maritime Museum and check out the local history

EXPLORE

The 90 Mile Beach



Sale Pedestrian Mall



90 Mile Beach (Seaspray)



Loch Sport

DESTINATIONS

Sale, Seaspray, Golden Beach, Loch Sport

FRIDAY EVENING	TIME	ACTIVITY	WHAT TO DO
	6PM	Get your Key to the Calm	Check in and relax for a minute before grabbing a meal
	7PM	Chasing the credits	Catch a show at The Wedge, or a movie at Sale Cinemas
	9PM	Scene & Heard	Check out some local music at one of our pubs
	11PM	The Snooze Cruise	Head back to your hotel and get some rest for your Saturday

SATURDAY	TIME	ACTIVITY	WHAT TO DO
	8AM	Mornings Best Friend	Start the day right with a bite to eat at a cafe or bakery
	10AM	Shift gears, find peace	Head to Seaspray, stop to grab local produce at General Store
	12PM	Lunch: your second wind	Enjoy a picnic lunch near to the Surf Life Saving Club
	2PM	Beach more, worry less	Walk along the glorious 90 Mile Beach and find the shipwreck

SUNDAY	TIME	ACTIVITY	WHAT TO DO
	9AM	Fast food, fresh start	Grab breakfast on the go as you head to Loch Sport
	10AM	Step beside the tide	Take a stroll along the foreshore where lake meets beach
	12PM	Bites and Breaks	Head to the hotel and enjoy lunch overlooking the water
	2PM	Breezy stride, rising tide	Check out the Arts Trail before heading to the national park



The Hunting Ground (Sale)



Tinamba Hotel (Tinamba)



Blue Gables Vineyard (Maffra)

DESTINATIONS Sale, Rosedale, Maffra, Tinamba

FRIDAY EVENING	TIME	ACTIVITY	WHAT TO DO
	6PM	Wine Down & Dine In	Check in and relax for a minute before grabbing a meal
	7PM	Front row feels, all night	Catch a show at The Wedge, or a movie at Sale Cinemas
	9PM	Support the Local Sounds	Check out some local music at one of our pubs
	11PM	Out Like a Light	Head back to your hotel and get some rest for Saturday

SATURDAY	TIME	ACTIVITY	WHAT TO DO
	8AM	Don't worry, be frappe	Start the day right with a bite to eat at a cafe or bakery
	10AM	Taste the Terrain	Head to Rosedale and visit Kingfisher for some local produce
	12PM	Midday Munchies	Enjoy lunch at one of the many eateries in town
	2PM	Chase curves, not clocks	Take the backroads to Maffra and stop in at Tinamba Hotel

SUNDAY	TIME	ACTIVITY	WHAT TO DO
	9AM	Cruise for the Crust	Hit the road to Stratford and enjoy breakfast locally
	10AM	Lookout, Here I Come	Explore the Knob Reserve, making sure to see the lookout
	12PM	Bites, Vibes and Skies	Grab lunch at one of our local wineries
	2PM	Lettuce Support the Local	Grab your local produce from Myrtlebank Roaming Farms



EXPLORE

Wet Weather Options



Gippsland Art Gallery (Sale)



Briagolong Art Gallery



Yarram Courthouse Gallery

LOCAL MUSEUMS	NAME	ADDRESS	OPENING TIMES
	Sale Historical Society	130 Foster St Sale	Wednesday and Sunday from 1:30pm
	Sale Water Tower	Victoria Park Sale	Saturdays from 2pm
	Heyfield & District	Temple St Heyfield	Saturdays from 10am
	Gippsland Armed Forces	Lyon Crst Fulham	Saturday - Monday from 10am
	Port Albert Maritime	Tarraville Rd Port Albert	Sept-May: Daily from 10am Jun-Aug Weekends and School Hols
GALLERIES	Gippsland Vehicle Coll.	Sale-Maffra Rd Maffra	Fri-Mon from 10am and Daily during School Hols

GALLERIES	NAME	ADDRESS	OPENING TIMES
	Gippsland Art Gallery	70 Foster St Sale	Mon-Fri 9am - 5:30pm Sat/Sun & Public Hols 10am - 4pm
	Yarram Courthouse	Rodgers St Yarram	Daily from 10am (when available)
	Briagolong Art Gallery	Cnr Avon & Forbes St Briagolong	Sat & Sun from 11am
	Segue Arts Cafe	Tyers St Stratford	Tues - Sat from 9:30am
	Warren Curry Studios	Tarraville Rd Port Albert	Open by appointment

OTHERS	NAME	ADDRESS	INFORMATION
	The Wedge	100 Foster St Sale	www.thewedge.com.au
	Regent Theatre Yarram	Commercial Rd Yarram	www.yarramregenttheatre.com
	Sale Cinemas	Cunninghame St Sale	www.salecinema.com.au
	Stratford Courthouse	Tyers St Stratford	www.stratfordcourthouse.com.au



EXPLORE

Our Local Markets

LOCAL MAKERS, BAKERS AND PRODUCERS MARKETS	MARKET NAME	WHEN MARKET IS HELD	WHERE MARKET IS HELD
	Golden Beach Arts & Crafts Market	Selected Saturdays from 9am from Sept to Easter	Golden Beach Community Gardens Shoreline Drive Golden Beach
	Heyfield Community Market	1st Saturday of the month 8am to 1pm	John Greaves Memorial Park Temple St Heyfield
	Rotary Club of Maffra Market	1st Sunday of the month 8am to 12:30pm	Island Reserve McMahon Dr Maffra
	Yarram Scouts Market	1st Sunday of the month 8am to 1pm	Yarram Scout Hall - Church St Yarram Note: Market closed during Winter months
	Longford Community Market	2nd Sunday of the month 9am to 2pm	Longford Recreation Reserve South Gippsland Hwy Longford
	Rosedale Country Market	2nd Sunday of the month 8am to 1:30pm	Prince St Reserve - Prince St Rosedale Note: Market closed during Winter months
	Gormandale Market	3rd Saturday of the month 10am to 2pm	Gormandale Hall Main St Gormandale
	Sale Producers Market	3rd Saturday of the month 8am to 1pm	Sale Showgrounds Maffra-Sale Rd Sale
	Sale Sunday Market	3rd Sunday of the month 7am to 1pm	Canal Reserve - Grand Canal Dr Sale Note: Markets may be cancelled due to weather
	Glengarry Market	3rd Sunday of the month 9am to 1pm	Main St Glengarry
	Stratford Scouts Market	5th Sunday of the month (when occurring) 9am to 2pm	Raymond St Stratford Behind Mechanics Hall

Note: Please contact market operators (or check social media) before arrival to confirm market operations. Further information can be found on Social Media channels.



EXPLORE

Our Local Producers

	BUSINESS NAME	OPENING HOURS	BUSINESS ADDRESS
LOCAL PRODUCERS & FARMSHOPS	Myrtlebank Roaming Farms	Daily from 7am to 8pm	1030 Maffra-Sale Rd Myrtlebank
	Al's Kitchen	Daily from 8:30am to 5:30pm	10 South Gippsland Hwy Sale
	Bob's Gardenfarm Shop	Sundays from 11am to 2pm	28 Dessents Rd Hiawatha
	The Berry Dairy	Daily from Nov to May	379 Mewburn Park Rd Maffra
	Kingfisher Citrus	Friday from 2pm to 5:30pm Sat & Sun from 10am to 2pm	55 Nambrok Rd Nambrok
	Wilbert's Veggies & Cackleberries	7 Days a Week	224 Myrtlebank Rd Myrtlebank
	Devon Siding Olives	Open by appointment	Tarra Valley Rd Devon North
LOCAL VINEYARDS & WINERIES	Orana Farm	7 Days a Week	Freeman's Ln Stratford
	Mt Moornapa Wines	Sat & Sun 11am to 4pm	741 Briagolong-Stockdale Rd Stockdale Contact: 0407 049 675
	Blue Gables Vineyard	Wed - Fri ~ 11am to 4pm Sat & Sun ~ 9am to 4pm	100 Lanigan Rd Maffra West Upper Contact: 03 5148 0372
	Glenmaggie Wines	Fri - Sun ~ 11am to 4pm	439 Mclachlan's Rd Tinamba West Contact: 0437 357 050
	Maffco Brewery & Taphouse	Wed - Fri ~ 12pm to 11pm Sat ~ 11:30am to 12am Sun ~ 12pm to 5pm	1 Maffco Ln Maffra Contact: 03 5147 2885
	Carrajung Estate	Thurs ~ 5:30pm to 9pm Fri & Sat ~ 11:30am to 9pm Sun ~ 11:30am to 3pm	322 Lays Rd Willung South Contact: 03 5192 2215
	The Vines on Avon	Wed ~ 11:30am to 3pm Thurs & Fri ~ 9am to 3pm Sat & Sun ~ 9am to 4pm	446 Stratford-Maffra Rd Maffra

EXPLORE *Our Cycling Adventures*



GREAT SOUTHERN RAIL TRAIL

Stretching 130km through South Gippsland, The Great Southern Rail Trail offers a gentle, multi-use path through rolling hills, lush rainforests, and stunning coastal vistas. Whether you tackle the full distance or a short segment, this trail rewards every fitness level with breathtaking views toward Wilsons Promontory.

Walk, cycle, or ride through charming villages and diverse landscapes. You will find Numerous entry points and car parks make it easy to customize your trip with panoramic views of temperate rainforests and pristine blue waters.

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BLORES HILL MTB PARK

Whether you're on 2 wheels, hooves, or foot, Blores Hill offers an exceptional outdoor experience with 14 multipurpose trails designed for all skill levels. Mountain bikers can challenge themselves on a variety of easy, intermediate, and difficult tracks featuring flowing berms, rocky outcrops, and technical bridges, all while enjoying panoramic views over the Gippsland plains. For those seeking a different pace, a dedicated horse trail traverses the park from north to south, leading riders through natural gullies and narrow twisty tracks up to the Trig point. Walkers and hikers can also explore the landscape via shared-use paths, including the historic tramway and 4WD tracks, which create a perfect loop for discovering the park's rugged natural beauty.

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GIPPSLAND PLAINS RAIL TRAIL

Spanning the heart of the Central Gippsland countryside, the Gippsland Plains Rail Trail offers a scenic 67km journey perfect for walkers, cyclists, and horse riders of all fitness levels. Beginning in Traralgon and winding through the charming townships of Glengarry, Toongabbie, Cowwarr, Heyfield, Tinamba, and Maffra before finishing in Stratford, the trail provides a gentle grade and easy access via V/Line train services at both ends. Along the way, explorers are treated to a rich tapestry of natural beauty and historical landmarks, with a wide range of local amenities and eight unique towns to discover, making it an ideal way to experience the very best of regional Victoria.



EXPLORE

Our Amazing Drives



COASTAL ESCAPE DRIVE

Start your coastal escape in Yarram, home to the iconic Heesco Arts Trail, just a short drive south, you'll come to the wonderful seaside village of Port Albert. Where you can find some of the region's best fish and chips right on the Wharf! From Port Albert, follow the intercoastal waterways to McLoughlin's Beach, with only a small bit of effort you'll be able to get yourself to the 90 Mile Beach. The journey doesn't end here, running through our coastal plains, before diverting back to the beach at Seaspray, where you'll find the glorious golden sands just behind the dunes. Continue onto Golden Beach and Paradise Beach - you won't be short on a beach or two to visit! Then venture inland to the start of the Gippsland Lakes at Loch Sport, a unique village that is bordered on one side by the beautiful 90 Mile Beach, and on the other side by the stunning Gippsland Lakes.

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PORT DISCOVERY DRIVE

The Port Discovery Drive takes in the Port towns of Port Franklin, Port Welshpool and Port Albert. These three ports are located within an easy one hour drive of each other. More of a destination drive, than a scenic drive, this route allows easy access to three historic ports located in picturesque townships. Starting in Port Franklin, the smallest of the three ports, follow the Port Franklin Road onto Lower Toora Road until you reach the outskirts of Toora, head onto Grip Road then the South Gippsland Highway. The South Gippsland Highway will bring you to Welshpool, from there, head just a bit south and you'll come to Port Welshpool, with it's recently refurbished long jetty. After exploring the port area, return back along the Port Welshpool Road, and back onto the South Gippsland Highway, where you'll find the Port Albert turn off. The end of the Port Discovery Drive brings you to Port Albert, a historic fishing village, with a deep history in oil and gas exploration, whaling and much more to enjoy.



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EXPLORE

Our Amazing Drives



HEESCO ARTS TRAIL

Experience the vibrant transformation of Yarram, a town turned into a living gallery by the world-renowned street and silo artist, Heesco Khosnaran. The Heesco Arts Trail now features 25 stunning murals scattered throughout the town. To ensure you don't miss a single piece of this "multi-mural canvas," you can: Pick up a physical map from local businesses in town or download a digital map online for easy navigation. The project's impact is undeniable. Not only is the artwork visually striking, but it has also dominated the Australian Street Art Awards, consistently scooping up Gold, Silver, and Bronze accolades for the Best Street Art Trail. Whether you're an art aficionado or a casual traveler, this trail is a testament to the power of public art in regional Australia.



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BATALUK CULTURAL TRAIL

Trace the Bataluk Cultural Trail, a 30,000-year-old network of traditional Gunaikurnai routes connecting the mountains to the sea. Following the path of the modern South Gippsland and Princes Highways, this trail mirrors the ancient Gunaikurnai initiation process—a journey where deeper understanding is earned through progression and discovery. Explore the trail from end-to-end or curate your own route to immerse yourself in the rich heritage of East Gippsland. The more time you spend at these sacred sites, the deeper your appreciation for the enduring culture of the Gunaikurnai people will grow.



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TARRA TOURING

Begin your morning in Yarram, immersing yourself in the vibrant street art of world-renowned artist Heesco. Once you've explored the town's murals, drive northeast along Tarra Valley Road for roughly 20km to enter Tarra-Bulga National Park, where you'll be greeted by the sight of majestic mountain ash towering overhead. For a breathtaking perspective, walk across Corrigan's Suspension Bridge to take in the forest canopy from above. To cap off the day, head to the coast at Woodside Beach for a refreshing swim or a peaceful stroll along the shore.



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Our Amazing Drives



FOOD AND WINE TOUR

If you're a lover of elegant vintages and gourmet fare, this curated road trip offers the ultimate vineyard experience. Your journey begins at Carrajung Estate, a boutique destination where you can dine while overlooking rolling rows of vines. From there, venture north to Glenmaggie Wines, a staple of the region's viticulture since 1995. The tour continues with a stop at Blue Gables, a prestigious site that earned a 5-star James Halliday rating in 2019, offering a perfect opportunity to sample their award-winning pours. To round out your adventure, head toward Briagolong to visit Mt Moornapa Wines, where you can enjoy a personal tasting and a chat with Peter in his unique "bunker" cellar.

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FOOTHILLS WANDER

Embark on a scenic regional tour that perfectly blends rugged adventure with gourmet indulgence. Start your day in the high-country atmosphere of Dargo, fueling up with breakfast and essentials at the General Store. As you wind south toward Briagolong, take a moment to reset with a dip in the crystalline Blue Pool or immerse yourself in the creative scene before grabbing a hearty pub lunch. The route then carries you through the vibrant pastures of Maffra, a town that caters to diverse tastes—from its famed local cheeses and wetland trails to a dedicated museum for classic car enthusiasts. Continue your exploration in Tinamba, a village that punches well above its weight with its award-winning hotel and celebrated annual food festival. Your journey concludes in the historic timber hub of Heyfield, where the best way to soak in the local charm is to pick up a fresh picnic from the bakery and find a quiet spot overlooking the stunning waters of Lake Glenmaggie.

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GRANT TO CROOKED RIVER

Prepare for an exhilarating high-country expedition as you traverse the Dargo High Plains, navigating a dramatic descent into the valley characterized by sharp switchbacks and technical terrain. As you emerge, the landscape opens up to the awe-inspiring Blue Rag Range, offering some of the most iconic vistas in the Gippsland wilderness. The journey continues along the rugged King Spur Track, where you'll be treated to spectacular, panoramic views stretching across to Mt Hotham and Dinner Plain. Be sure to have your camera ready; the summit of Blue Rag Range serves as one of the most breathtaking backdrops in the country, perfectly capturing the raw beauty of the Great Dividing Range.



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EXPLORE

Our Amazing Drives

WONNANGATTA ICON DRIVE

The Wonnangatta Icon Drive stands as a premier pilgrimage for four-wheel-drive enthusiasts, beckoning adventurers from every corner of Australia to the heart of Alpine National Park. This rugged circuit is more than just a drive; it is a deep dive into the rich heritage of the High Country, offering a rare blend of technical off-road challenges and hauntingly beautiful mountain history. Spanning a breathtaking 222-kilometre loop, this 4WD-only expedition transports you through the legendary Wonnangatta Valley and the storied Grant Historic Area. Along the way, you'll navigate remote terrain to reach the isolated community of Dargo before ascending to the Howitt and Dargo High Plains. Here, the effort of the trek is rewarded with unmatched alpine panoramas that solidify this journey as one of the most magnificent off-road experiences in the country.

Note check weather conditions before attempting this drive.

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THE PINNACLES LOOKOUT

Perched high above the Wonnangatta River Valley on the rugged escarpment of Eagles Crest, the Pinnacles Fire Lookout offers a vantage point like no other. On a clear day, the horizon stretches as far as the Gippsland Lakes, making this two-day four-wheel-drive expedition an absolute paradise for photographers. Set out from Stratford and waste no time heading into the mountains, specifically Mt Budgee Budgee and the now redundant surveying trig point. The heart-stopping McDonald Gap Track takes you over the ridge along a spur, which steadily climbs the Eagles Crest. A couple of short steep pinches can provide a challenge if loose or wet. A helipad reveals great views of the valley below. Continue along the top of the escarpment past Mt Valentia to the Pinnacles Fire Lookout. Pause your journey to allow time to set off on the short but steep walk to the rocky outcrop that affords such spectacular views that a fire tower is rendered unnecessary, concludes your first day at Horseyard Flat, where you can camp amidst a stunning snow-grass plain. Before the sun sets, take the opportunity to trek along the Moroka River to reach the secluded and dramatic Moroka Gorge. On day two, the adventure intensifies as you navigate a winding, technical descent through rugged gorges following Valencia Creek. This challenging mountain track eventually gives way to the rolling hills of Briagolong, marking the perfect finish to an unforgettable High Country tour.

Note check weather conditions before attempting this drive.



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IT'S TIME TO MEET THE MIDDLE OF EVERYWHERE APP



It's time to say hello to the app that will make living in The Middle of Everywhere that much more enjoyable. Not only can the app find your next career, your next house but also find the next event that you must take time to go and see.

- Find your next adventure
- Uncover hidden gems and hints and tips from locals
- Find local businesses, save and upvote them
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