

Media Release

Tuesday 18 September 2012

**Out-of-Home helps raise over \$200,000
in support of Indigenous literacy**

The Out-of-Home (OOH) industry's sponsorship of the Australian Literacy and Numeracy Foundation's (ALNF) *Wall of Hands* (WOH) Indigenous literacy appeal came to a close this week with the national OOH campaign for 2012 helping to raise over \$200,000.

Funds raised will help support the ALNF's work developing life-changing literacy programs for children living in the remote communities of Tennant Creek, Mungkarta, Elliott and Ali-Curung in Australia's Northern Territory.

"We are thrilled to be aligned with an organisation such as the ALNF who are so passionately committed to ensuring all Indigenous children in remote communities have access to the highest standard of education this nation has to offer," said Charmaine Moldrich, CEO of the Outdoor Media Association (OMA).

"We feel very strongly, as an industry that is able to reach a broad national audience, that it is our responsibility to help promote organisations like the ALNF who are doing such excellent work," said Moldrich. "We know that OOH is there where people live, work, play, shop, socialise and travel and that we take part in people's everyday lives. Therefore we are committed to ensuring that our medium makes a meaningful contribution to the community through partnerships such as this."

This three month OOH advertising sponsorship, valued at \$1.6 million, featured prominently on billboards, taxi backs, bus shelters and posters across the country and was kicked off with an official launch in Sydney in June.

Politicians, ALNF Ambassadors and supporters, as well as OMA members, were invited to show their support by painting a hand and adding their handprint to a growing mass of handprints on the side of a mobile billboard. This billboard then travelled from Sydney along the south coast, stopping to collect further handprints, before arriving at Parliament in Canberra to gather further support from Australians.

"We are so grateful to the generosity of all Australians who raised their hands in support of Indigenous literacy in this country and we are particularly thrilled with the increased awareness as a result of this year's campaign" said Kim Kelly, Co-Founder of the ALNF. "The national OOH campaign has generated a real interest in the community and it was great to start our partnership with the OMA off on such a high."

Outdoor Media Association

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“The ability of OOH to make brands stand out enabled the success of this year’s campaign to not only raise considerable funds for WOH but to also raise greater awareness of the appeal among Australians ,” said Moldrich.

The free OOH advertising space donated by OMA member organisations, valued at \$1.6 million, contributes to the \$15 million of support given each year by the OOH industry to a range of arts, sports and charity organisations as part of the industry’s on-going commitment to the community.

Although the WOH campaign has officially closed for 2012, donations are still welcome to come through until the end of the year.

For more information and to donate, visit www.wallofhands.com.au

FURTHER INFORMATION:

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About the **Outdoor Media Association**: The OMA is the peak industry body which represents most of Australia’s Outdoor Media Display companies and production facilities and some Media Display asset owners. www.oma.org.au

About **The Australian Literacy and Numeracy Foundation**: ALNF is dedicated to raising language, literacy and numeracy standards in Australia and raises funds to develop, implement and sustain innovative literacy projects for individuals, families and communities. www.alnf.org

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