

Media Release

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For immediate release

Out-of-Home industry puts its hands up in support of Indigenous literacy

The Outdoor Media Association (OMA) is proud to announce a new community sponsorship for the Out-of-Home (OOH) industry, with The Australian Literacy and Numeracy Foundation (ALNF), commencing in January 2012.

This new partnership has been marked by the launch today of a \$600K OOH advertising campaign in Sydney and Melbourne to promote ALNF's *Wall of Hands* (WOH) Indigenous literacy appeal. This includes advertising on roadside billboards, bus and tram shelters, taxis, and through digital advertising in shopping centres, universities, airports and pharmacies.

Charmaine Moldrich, CEO of the OMA said, "This campaign launch signals the beginning of a wonderful new partnership for the OMA and the ALNF."

The WOH Indigenous literacy appeal is a national campaign to help raise much needed funds for ALNF to deliver education programs in remote Indigenous communities where four out of five kids can't read.

"If only one in five children in any Australian capital city could read a book, most Australians would want something done about it immediately," said Kim Kelly, co-founder of the ALNF. "We believe all Australians have the right to literacy, because being able to read and write is a basic human right"

Since 1999, ALNF has worked with Indigenous communities and schools around Australia with the aim that five out of five kids will learn to read.

"Imagine not being able to drive a car because you can't sit the driver's test or your child is ill and you can't read the dosage on a medicine bottle," said Kelly. "These are just some of the day-to-day struggles suffered which can be eliminated through the delivery of the ALNF's literacy programs."

ALNF has specialised education programs to really make a difference to the lives of so many families, but need the funds to ensure they keep delivering them.

"We are thrilled to be partnering with the OMA because we know that OOH will help to raise greater awareness of this important issue," Kelly said.

The OOH industry is committed to supporting issues that are important in the community. In 2010, OMA members collectively donated more than \$12 million of free advertising space to over 150 charities and not-for-profit organisations.

"This ALNF sponsorship is in addition to the individual support given by our members to a whole range of charities," said Moldrich. "We want to help ALNF ensure that all Indigenous children have the same opportunities to education and learning as the rest of the Australian population."

Sydney agency Eleven Communications has provided the creative on a pro-bono basis for this current OOH campaign.

WOH has been running annually in November since 2009. This new partnership brings with it a change to the timing of the campaign which will see the 2012 WOH appeal kick off in August 2012 with a major national OOH advertising campaign.

"The 2011 WOH appeal has raised over \$150,000 since November," said Moldrich. "We hope to see the power of OOH raise greater awareness of this issue and encourage more Australians to lend a hand in ensuring that five out of five Indigenous children can read."

ENDS

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

Outdoor Media Association

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CAMPAIGN ARTWORK:

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CAN'T READ
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WOULD YOU LEND A HAND?



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SHE'LL WRITE HER OWN FUTURE.

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Creative agency:



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