



RSL
Queensland

**OUTDOOR
MEDIA
ASSOCIATION**

MEDIA RELEASE: THURSDAY 4 NOVEMBER

RSL QUEENSLAND TEAMS UP WITH OUTDOOR ADVERTISING INDUSTRY TO AMPLIFY REMEMBRANCE DAY REMINDER

All Australians will be prompted to *Remember to Remember* at 11am this 11 November thanks to RSL Queensland's national partnership with the Outdoor Media Association (OMA).

This Remembrance Day, for one minute at 11am, digital Out of Home (OOH) signs, controlled by OMA members, will display the RSL's message reminding Australians to pause for one minute's silence to remember those who served and sacrificed in all wars and conflicts.

Adding his voice and influence to the *Remember to Remember* campaign is Afghanistan veteran and three-time Paralympic gold medalist Curtis McGrath OAM.

Curtis, 33, who lost both legs after stepping on an explosive device while serving in Afghanistan, is working alongside RSL Queensland to shine a light on those who served this country, those who returned home injured or ill and those who still serve the country today.

The OMA and its members have been valued supporters of RSL Queensland's commemorative campaigns for the past two years, donating more than \$6 million in ANZAC Day digital OOH advertising space.

RSL Queensland State President Tony Ferris said he was grateful for the ongoing support and thrilled the relationship had this year grown to include Remembrance Day.

"With the generous support of OMA and the wide reach that its digital advertising screens enable, we can ensure that no matter where people are and what they're doing at 11am on 11 November, they will *Remember to Remember*," Mr Ferris said.

"More than a century has passed since the guns fell silent on the Western Front, however the legacy of these Diggers has carried down the past century. It continues to be embodied in those men and women who have served and sacrificed in conflicts right up until the present day.

"Remembrance Day is a time to pause and remember those who gave their lives in service to their country, those who returned home injured or ill, and those who bravely serve our country today.

"We can get so caught up in our busy lives and distracted by work that we have begun to forget to pause and reflect on this sacrifice.

"This year, at the 11th hour of the 11th day of the 11th month, take a moment and Remember to Remember."

OMA CEO Charmaine Moldrich said the Outdoor industry was proud to be part of such a significant commemoration.

"We are proud to support this campaign by spreading awareness for Remembrance Day to commemorate and honour war veterans and soldiers who sacrificed so much so that we can continue to live free lives.

“This one-minute national takeover is possible thanks to our members' wide network of digital signs which are perfectly positioned to reach Australians in this moment in time as they go about their daily lives.

“At 11am on 11 November around seven thousand digital Out of Home signs will broadcast this poignant message of remembrance and prompt people to take a minute, pause and remember, lest we forget,” Ms Moldrich said.

Participating OMA members include: Australian Outdoor Sign Company (AOSCo), BIG Outdoor, Bishopp Outdoor Advertising, EiMedia, goa, JCDecaux, JOLT Charge, Motio, oOh!media, Outdoor Systems, Paradise Outdoor Advertising, QMS Media, Shopper, Think Outdoor, TorchMedia, Total Outdoor Media (TOM), and Val Morgan Outdoor (VMO).

Businesses and individuals can pledge their commitment to observing a minute's silence at 11am by registering at remembertoremember.com.au.

For a full list of RSL Remembrance Day events visit remembertoremember.com.au

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ABOUT RSL QUEENSLAND

RSL Queensland is the largest ex-services organisation and provides wellbeing and critical support to returned service men and women and their families through DVA claims assistance, welfare support, an award-winning employment program, accommodation and homelessness services, education and scholarships. RSL Queensland has spent more than 100 years working to build and foster a community where veterans can find connection, support and understanding. RSL Queensland's mission is to provide veteran support while evolving to meet the needs of our ever-changing community.

ABOUT REMEMBRANCE DAY

At 11am on 11 November 1918, the guns on the Western Front fell silent after more than four years of

continuous warfare. With their armies retreating, German leaders signed an Armistice, bringing to an end World War I. The 11th hour of the 11th day of the 11th month became universally associated with the remembrance of those who had died in this war. On the first anniversary of the armistice in 1919 two minutes' silence was instituted as part of the main commemorative ceremony in London. After the end of the World War II, the Australian and British governments changed the name to Remembrance Day to better reflect an occasion commemorating all war dead. In 1997, Governor-General Sir William Deane issued a proclamation formally declaring 11 November Remembrance Day, urging all Australians to observe one minute's silence at 11am to remember those who died or suffered for Australia's cause in all wars and armed conflicts.

ABOUT THE OUTDOOR MEDIA ASSOCIATION

The Outdoor Media Association (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.

The OMA operates nationally and prior to July 2005 traded as the Outdoor Advertising Association of Australia (OAAA). It was first incorporated in 1939.

The OMA's charter is to serve its members by promoting the OOH industry and developing constructive relations with its primary stakeholders.

Its core functions are Marketing and Research (including audience measurement), Government Relations and Regulatory Affairs, Media Relations, and Member Services.

The OMA is governed by a Board of Directors which is elected by the membership. Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.