

A WORLD OF UNMISSABLE



MEDIA RELEASE

oOh!media Limited
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oOh! launches new awards to highlight Out of Home heroes

oOh!media has this week launched a new awards program to recognise individuals in the industry who make significant community contributions, providing them with media to promote their charity of choice across oOh!'s network.

With a combined prize pool of over \$1 million, The Open Awards – which coincide with the company's oOh!Pen Season – will feature four different categories that recognise individuals for their various contributions to charities and communities.

The categories include:

- **Performance:** Recognising individuals who contribute to charities via sport and related activities.
- **Engagement:** Volunteers who sacrifice their own time to help others.
- **Impact:** Individuals who are making contributions in the sustainability space.
- **Palme D'Orange:** Recognises the most outstanding entry across all categories.

The Performance, Engagement and Impact category winners will take home a certificate and trophy, plus a media pack worth \$250,000 for their charity of choice. The winner of the Palme D'Orange will receive a \$250,000 media pack for their charity, plus a three-night stay at Daydream Island Resort, with flights and accommodation valued at \$10,000.

oOh! Chief Customer Officer David Scribner said The Open Awards were an excellent opportunity to highlight the great work being done by those in the industry.

"We're very excited to launch these awards and recognise fellow members of the media and marketing industry who selflessly take time out of their busy lives to make enormous charity contributions," he said.

"The awards are also a great way to kick off what we call oOh!Pen Season, which is the busiest time for the Out of Home industry and one where we have maximum audience reach, with most Australians spending their days and nights outdoors."

Winners will be selected by a line-up of judges who actively help others, including:

- **Grace Favelle:** a 20-year-old cancer survivor and Make-A-Wish ambassador who is studying at university to pursue her dream of working in the media.
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- David Scribner: oOh! Chief Customer Officer, regular mentor of students at the University of Sydney and oOh!'s representative at this year's Vinnies CEO Sleepout.
- Samantha Hollier-James: oOh! Integrated Campaign Director and Tour de Cure Co-Founder.
- Karni Maizels: Business Manager oOh! Melbourne, and Pink Hope's volunteer of the year (2018).
- Tim Murphy: oOh! National Sales Director and NGEN volunteer.
- Nathan Robertson: oOh! SA Sales Director and volunteer for The Disabled Surfers Association of Australia.
- Tonya Greer: oOh! Community Manager, who works with oOh!'s charity partners.

Nominations are now open. For more information visit www.oohmedia.com.au/openawards

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About oOh!media: oOh!media is a leading media company in Australia and New Zealand that creates deep engagement between people and brands through an Unmissable world of physical and digital Out of Home advertising solutions. Our connected offline and online ecosystem makes brands Unmissable across oOh!'s diverse network of more than 30,000 locations across Australia and New Zealand including roadsides, retail centres, airports, train stations, bus stops, office towers, cafes, gyms, bars and universities and integrating with experiential, social, mobile and online - helping brands connect with their audiences through powerful integrated campaigns. We combine this unparalleled reach with the industry's best data, insights and media planning tools, as well as leading technological innovation, to give advertisers an added layer of campaign intelligence. oOh! delivers the reach, optimisation, engagement and impact to connect and influence audiences anytime and anywhere.