



MEDIA RELEASE

GAMES GET A BOOST!

With only 10 weeks to go until the 2004 Commonwealth Youth Games, three Bendigo media outlets have been brought on board to help spread the message.

Southern Cross Ten, The Advertiser and 3BO & Star FM were today announced as official media partners for the 2004 Commonwealth Youth Games.

Cr. Alan Besley, Chairman of the Organising Committee for the 2004 Commonwealth Youth Games was impressed with the level of media support the Games has received.

“These three organisations have shown themselves to be true corporate citizens by ensuring Bendigo appreciates how exciting these Games will be for our city.”

“We congratulate Southern Cross Ten, The Advertiser and 3BO & Star FM for their partnership with us. We are confident they will continue to promote and report the Games in an informative and exciting manner,” said Cr. Besley.

Denis English, General Manager of Southern Cross Ten, believed it was important for a significant international event being staged in Bendigo, to receive 100% commitment.

“Our affiliation with the Games is valuable to us as we are dedicated to supporting the local community. We appreciate the role we will play, particularly when the athletes arrive in Bendigo,” said Mr English.

Peter Dehnert, General Manager of The Advertiser and Terry Karamaloudis General Manager for 3BO & Star FM were equally pleased with their relationship with the Games.

“We are able to promote the Games to a wide regional audience and this will only benefit our city with an increase in visitors and hopefully spending within the community,” said Mr Dehnert.

Mr Karamaloudis said that by keeping the community informed about the Games, he hopes many Bendigonians will come out in force to attend the ceremonies and cheer on participants from the 24 Commonwealth nations.

**Photo opportunity – Games Media Partner launch 11am Thursday 23 September, Town Hall
Further enquires: Delwyn Douglass, 2004 Commonwealth Youth Games. Ph: 0428 370 044**

