

PRIME
MEDIA GROUP
MEDIA RELEASE

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PRIME7 & GWN7 NEWS GO BACK TO SCHOOL WITH THE SMITH FAMILY

PRIME MEDIA GROUP has partnered with The Smith Family to encourage regional Australians to get involved with its national fundraising event - Back 2 School Day - and help raise funds to create education opportunities for disadvantaged children.

PRIME7 NEWS and GWN7 NEWS will execute a major two month multi-channel marketing campaign to boost registrations for Back 2 School Day and raise awareness of The Smith Family's Learning for Life program which provides disadvantaged children with long-term educational support.

"This partnership sees the joining of two organisations that have a dedicated focus on the future of Australian children in need. The Smith Family believe every child deserves a chance to reach their full potential. By getting involved in Back 2 School Day, local communities can make a positive difference to the lives of disadvantaged children in regional Australia," said Dr Lisa O'Brien, CEO, The Smith Family.

Prime Media Group CEO, Ian Audsley, added "The Smith Family provides a vital hand up to disadvantaged children needing financial support to secure their education. Prime Media Group is proud to partner with The Smith Family to provide this important initiative to regional Australia."

Back to School Day encourages Australians to unleash their inner child and go 'back to school' for a good cause. To get involved go to: www.prime7.com.au/back2school and www.gwn7.com.au/back2school

For further information and interviews, please contact:
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ABOUT THE SMITH FAMILY

The Smith Family believes that education has the power to transform lives, not just minds. The national charity helps young people in need to fully participate in their education so they can create better futures for themselves and break the cycle of disadvantage. For more information visit www.thesmithfamily.com.au

ABOUT LEARNING FOR LIFE

The Learning For Life program operates in 97 communities around Australia where last year The Smith Family reached more than 106,000 young Australians and their families in these communities. This included 34,000 primary, secondary and tertiary students who received sponsorship to help meet the cost of items such as books, uniforms and school camps. The holistic, long term support gives children and families the practical assistance they need to develop vital life skills, stay engaged in their education and break the cycle of disadvantage.

ABOUT THE PRIME MEDIA GROUP

An Australian public listed company, the PRIME MEDIA GROUP is a leading entertainment and information link to regional Australia reaching over 6 million Australians daily through its television, radio and online networks. PRIME Television broadcasts the market leading Seven Network programming throughout the regional licensed viewing areas of Northern NSW, Gold Coast, Southern NSW, ACT, VIC and WA, providing viewers with the choice of three different free-to-air channels PRIME7, 7TWO and 7mate. The Networks investment in regional communities, combined with quality programming and a focus on cost efficiency and technology, have enabled the company to emerge as one of Australia's most successful and diverse media operators.

**Australian Bureau of Statistics (2011). Labour force, Australia: Labour force status and other characteristics of families.