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PRIME7 ANNOUNCES FREYA COLE AS NEW PRESENTER OF CENTRAL WEST'S NO.1 NEWS SERVICE

PRIME7 today announced the appointment of **Freya Cole** as Presenter of **PRIME7 NEWS** across the Central West of New South Wales.

A respected television journalist and producer with PRIME7 since 2013, Cole will anchor the leading weekday news bulletin from next Monday 27th April.

Commenting on the appointment, PRIME7 Network Director of News **Doug Hogan** said: "The appointment of Freya as News Presenter will greatly complement our talented and experienced news team, as we continue to strengthen our commitment to the local region and its viewers.

Cole said she is honoured to have been provided the opportunity of bringing the day's news and events to the people of Orange, Dubbo and surrounding regions. "It is a big responsibility, and I am up for it. PRIME7 NEWS has been serving the local community for more than 50 years and I am very much looking forward to playing a key role in delivering the region's best coverage of news and events".

Freya Cole will anchor **PRIME7 NEWS AT 6:00PM** from next Monday 27th April, followed by comprehensive national news and current affairs on **PRIME7 NEWS AT 6:30PM WITH DANIEL GIBSON**.