



## **Qantas to support Neighbour Day 2009**

Australia's annual celebration of community, Neighbour Day, has been given a significant boost with the decision of Qantas CEO Alan Joyce to screen a television commercial promoting the day free of charge.

The 30 second spot, produced pro-bono by global advertising agency Saatchi & Saatchi, will be broadcast on all domestic and in-bound international flights during March.

"Mr Joyce's generous offer to promote Neighbour Day to Qantas passengers is a further endorsement of a unique Australian event," said Neighbour Day founder Andrew Heslop.

"As Australia's national airline Qantas links communities right across the country while Neighbour Day aims to strengthen communities and build better relationships with the people who live around us.

"With the well-regarded reputation of Qantas supporting Australian ideas and initiatives all around the world, I'm delighted Qantas is putting Neighbour Day on-board in 2009", he said.

Neighbour Day, founded in Melbourne in 2003, is always held on the last Sunday in March (*Sunday 29<sup>th</sup> March 2009*).

**For more information** [www.neighbourday.org](http://www.neighbourday.org)

### **FOR MEDIA INFORMATION ONLY**

Andrew Heslop  
Founder - Neighbour Day  
0404 038 106

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