



News Community Media becomes the first National Support Partner for Neighbour Day

Australia's annual celebration of community, Neighbour Day, will be strengthened from this year through a national partnership with the 127 titles in the News Community Media stable.

News Community Media, which comprises Cumberland and Courier Newspapers in NSW, Leader Newspapers in Victoria, Quest Newspapers in Queensland, Messenger Newspapers in South Australia and Community News in Western Australia, is the first National Support Partner for this notable national day.

Around 6.5 million readers, across thousands of Australian neighbourhoods, are reached by the group every week.

"Since Neighbour Day began in 2003 its organic growth has been exclusively through editorial coverage and News Community Media newspapers have been key supporters from day one," said Neighbour Day founder Andrew Heslop.

"The very idea behind Neighbour Day – encouraging residents to know each other and develop friendlier relationships – is critical to having healthy, happy suburbs and towns.

"Over the last seven years, there have been many significant approaches to sell the naming rights of the day in return for healthy six-figure sums but these have all been rejected.

"The decision to develop a formal relationship with News Community Media simply reflects the passionate support the Editors-in-Chief across the group have for Neighbour Day.

"Quite honestly it's a hand-in-glove opportunity between strong local newspapers and a growing national event where the focus is your street and your community," Andrew said.

Bob Osburn, Editor-in-Chief of Cumberland and Courier Newspapers, said News Community Media organisations across the five states were proud to support Neighbour Day.

"Australians have a powerful sense of community. We regularly see neighbours and their neighbourhoods rallying in times of crisis or even in protest to safeguard what's precious to local communities," Mr Osburn said.

"Neighbour Day has become a powerful occasion to remind people to care for those who are literally so close to them, across the back fence or behind the door next door.

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2009 NATIONAL SUPPORT PARTNER



"The terrible bushfires in Victoria are an example where Victorians and all Australians share in the deep sorrow but also respond collectively and generously to national appeals.

"The precarious economic times Australians now face will bring us even closer to home and the big issues which really matter locally.

"We can forget how important neighbours are, so as well as covering stories about the plans communities have for Neighbour Day, we'll be asking readers to tell us about their neighbours.

"Our journalists across Australia will seek stories on how neighbours have supported each other through triumphs and tragedies - all of the things that demonstrate how communities stick together.

"We tend to take for granted neighbours who water the plants or collect the mail when we go away, but there's so much more to it than that.

"That's why, right across the News Community Media group, we'll be recognising and rewarding good neighbours by saying thanks on behalf of the entire local community.

"Neighbour Day is a great Australian initiative which connects people at their front door. It's going to be a strong and productive relationship and News Community Media is proud to be the first National Support Partner," said Bob.

The 7th annual Neighbour Day will be held on Sunday 29th March 2009.

For more information visit www.neighbourday.org

FOR MEDIA INFORMATION ONLY

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