



## ABC Local Radio joins the Neighbour Day team

Listeners to ABC Local Radio from Applecross to Weipa and all points in between will be encouraged to celebrate their communities on Sunday 29<sup>th</sup> March as the network joins Neighbour Day as a National Support Partner.

ABC Local Radio consists of nine metropolitan and 51 regional stations with a format of local news, talk, information and sport. It has a weekly audience reach of 2.5 million listeners.

"When Neighbour Day started in 2003 the first interview was with Jon Faine from 774 ABC Melbourne and every year since local ABC presenters have been terrific supporters of the day," said Neighbour Day founder Andrew Heslop.

"The core strength of Neighbour Day is that it is all about you and your community. It's up to neighbours to decide how they will celebrate and it can be anything from a cuppa to a major festival.

"One of the great benefits to developing a partnership with ABC Local Radio is that stations within the network really are part of the fabric of the local community.

"In regional areas, particularly remote places far from capital cities, the station is not only the connection to the community for many listeners but it's also their contact point with the rest of the world.

"People of all ages listen to the 60 stations within the network and each one of them is a neighbour and part of a community. I'm very pleased ABC Local Radio has agreed to become a National Support Partner for Neighbour Day to encourage Australians to celebrate their community on Sunday 29<sup>th</sup> March," Andrew said.

Anthony Rasmussen, A/Head of ABC Local Radio, said the network is pleased to support Neighbour Day, especially in light of the devastating bushfires in Victoria and the widespread floods across North Queensland.

"Over the past few weeks we have seen communities come together to support each other in times of need. By supporting Neighbour Day nationally we hope to further strengthen communities across the country," said Mr Rasmussen.

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### 2009 NATIONAL SUPPORT PARTNERS



“The strength of ABC Local Radio lies with the communities we broadcast to and an initiative like Neighbour Day, which celebrates the essence of community, is a natural fit for the network.”

The 7<sup>th</sup> annual Neighbour Day will be held on Sunday 29<sup>th</sup> March 2009.

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

**FOR MEDIA INFORMATION ONLY**

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