



News Community Media continues partnership

Australia's leading suburban newspaper company, News Community Media, will continue as a National Support Partner for Neighbour Day in 2010.

Announcing the extension of the partnership today, Neighbour Day founder Andrew Heslop said the company's strong coverage of local news, extensive networks and support for communities within each of the 127 masthead's distribution areas provided clear synergies.

"Since Neighbour Day began in 2003 it has had great editorial support every year from Cumberland Courier, Messenger, Quest, Community News and Leader Newspapers," said Andrew.

"But last year, the first year News Community Media became a formal National Support Partner, journalists really embraced Neighbour Day by searching for great stories about good neighbours.

"Through strong editorial support from each Editor-in-Chief journalists went out and found some of the most moving and positive stories about people. Real people who had experienced sorrow, happiness, love and friendship and linked simply because they were neighbours.

"Often the media is criticised for failing to report good news but last year News Community Media in Adelaide, Brisbane, Melbourne, Perth and Sydney produced the finest journalism in support of Neighbour Day.

"I am very happy the partnership is continuing and look forward to more great stories in 2010," Andrew said.

Neighbour Day has five principal aims -

1. Strengthen communities and build better relationships with the people who live around us.
2. Create safer, healthier and more vibrant suburbs and towns.
3. Promote tolerance, respect and understanding.
4. Break down community barriers.
5. Protect the elderly, the vulnerable and the disadvantaged.

FOR MEDIA INFORMATION ONLY

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