



Neighbour Day confirms partnership with Saatchi & Saatchi ends

The pro-bono relationship between Saatchi & Saatchi and Neighbour Day which began in 2008 has concluded on amicable terms, Neighbour Day founder Andrew Heslop confirmed today.

"I want to thank Saatchi & Saatchi CEO John Foley and his team, especially Dave Bowman and Steve Back, for their support in helping to raise awareness of Australia's annual celebration of community, Neighbour Day," said Andrew.

"Being a pro-bono client presents many hurdles, not the least of which is the lack of funds to do justice to the creative through a targeted spend.

"However the TVC which Dave and Steve produced and directed received terrific on-air support especially from The Seven Network, Nine Network Australia, Foxtel and The Movie Channels in both bonus and CSA spots when it was first broadcast in 2008 and updated for 2009.

"It also got a great run on ABC1 and SBS and was screened at the United Nations in 2008," Andrew said.

Since it started in Melbourne in 2003 Neighbour Day has received extensive in-kind support from Qantas, Norton Rose and Ripefruit. To date it has not received any government grants or corporate sponsorship. It won the inaugural Westpac Prize this year, its first ever award.

News Community Media, which reaches 6 million readers through 105 titles under the Cumberland Courier [NSW], Leader [V], Quest [Q], Messenger [SA] and Community News [WA] mastheads, will remain a National Support Partner.

"The organic growth of Neighbour Day over the past nine years has been due to the significant editorial and broadcast media support in metropolitan and regional areas to drive awareness. From a Letter to the Editor of The Age in 2003 it has engaged Australians in the city and the bush who have actively embraced the positioning statement 'The community you want starts at your front door'," added Andrew.

"With more councils, shires and organisations getting involved every year I'm very grateful to John, Dave and Steve for being part of the journey and helping to reconnect Australians with their communities. The resources they committed to the relationship, and the favours they were able to pull from suppliers, contractors and talent, made a huge difference."

The search for a new agency partner will commence immediately ahead of the ninth annual Neighbour Day on Sunday 27th March 2011.

- www.neighbourday.org
- Saatchi & Saatchi Neighbour Day TVC <http://www.youtube.com/watch?v=zekXQ2tQSGU>

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Released 27.09.2010