

The West Australian

West Australian Newspapers Limited

Pledge for Nate Campaign Win

The West Australian's powerful anti-drink driving campaign Pledge for Nate has won gold in the Best Multimedia Campaign category at the Asian Digital Media Awards.

The campaign, launched in the lead-up to Christmas last year, centred on Nate Dunbar's mother, Stacy Dunbar, asking drivers to sign a pledge not to drink and drive.

Nate was eight months old when he died after a drunk driver crashed into his bedroom.

The Pledge for Nate site, on which Mrs Dunbar made a video plea to drivers, was complemented by a Facebook page, Twitter campaign and extensive editorial coverage by *The West Australian*, thewest.com.au, Seven News and Seven West Media's regional newspapers.

Prominent West Australians recorded their own video pledges not to drink and drive, which were featured as part of the coverage on thewest.com.au.

The award announcement was made last night at the Asian Digital Media Awards in Singapore.

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