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PACIFIC'S BRANDS UNITE TO SUPPORT 2016 RIO OLYMPIC GAMES

OFFICIAL AUSTRALIAN OLYMPIC PINS LAUNCH THIS WEEK

EXCLUSIVE THREE-WEEK OLYMPIC CONTENT PLAN

Thursday 4 August, 2016: Pacific's celebrity and real life brands have joined forces to release four commemorative Official Australian Olympic Pins.

The Official Australian Olympic Pins will help Australians show their support for the national team in Rio and will launch to coincide with Channel Seven's broadcast of the Rio 2016 Olympic Games.

Supported by *New Idea*, *WHO* and *that's life!*, the collection of four pins – Swimming, Cycling, Basketball and Athletics - will be available nationally in newsagents over the next fortnight. The retail promotion will allow consumers to purchase any of the four Official Australian Olympic Pins for only \$1 when purchasing a copy of *New Idea*, *WHO* or *that's life!*

Gereurd Roberts, General Manager, Food, Family and Home, comments: "As part of Seven West Media's ongoing Olympic support, we are proud to unveil the Official Australian Olympic Pins to all who are looking to support our national team."

The exclusive promotion will be heavily supported across Pacific's print, social and digital assets, in addition to a series of 15 and 30 second TV commercials across the Seven Network.

The Swimming and Cycling pins are available from this week, with Basketball and Athletics available from Monday August 8.

This week, *New Idea*, *WHO* and *that's life!* will also execute exclusive Olympic content.

New Idea have released a 16-page Official Rio 2016 Olympic Games Viewing Guide which showcases the highlights direct from Rio. In partnership with the Seven Network, the viewing guides will be released weekly over the next three weeks.

Kerry Stokes AC, Chairman, Seven West Media opens *New Idea's* official viewing guide, commenting: "We are committed to the Rio 2016 Olympic Games. It will be an extraordinary event – one we will see unfold live, as it happens, across broadcast television and connected devices. We are also committed to Australian sport. And we are determined to deliver a quality broadcast that embraces these ideals and reflects Australia's regard for its sportsmen and women."

WHO will today release an Olympics Special Issue, titled 'Bodies of Work'. Twelve members of Australia's Olympic Team open up about challenges they have conquered, sacrifices they have made and the pain they have pushed through in their pursuit of Olympic glory. In a special digital execution, the stars of the portfolio go on to share additional insight into their inspirations, pre-event superstitions and dreams for Rio in a series of video packages highlighting the spectacular results of their training efforts.

In a special edition, *that's life!* will feature up-and-coming Aussie Rugby Sevens player, Charlotte Caslick on the cover where she shares her secrets to success and tells the incredible story of how she made her Olympic dreams come true. In addition, the magazine will also look back on some of our proudest sporting moments and chat to Olympic legends including long-distance runner, Lisa Ondieki, and track and field champion, Jane Flemming.

Ends.

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