



## SEVEN WEST MEDIA

---

### MEDIA RELEASE

#### **SEVEN WEST MEDIA WA PARTNERS WITH TRIEVENTS**

Western Australia's event landscape is heading for new and exciting opportunities thanks to a newly formed partnership between WA's leading event management company, TriEvents and WA's leading multi-platform media company, Seven West Media (WA).

TriEvents Managing Director Dave Budge said the new partnership is incredibly exciting for everyone involved and will set the building blocks for the company and events industry future growth.

"We're incredibly proud of our current portfolio and our achievements to date. The fact that Seven West Media WA has invested in TriEvents is recognition of our ability to deliver a fantastic event experience and presents new opportunities for our existing and future clients within WA and across Australia. We've already established some new major event projects in the pipeline, so the next few years are going to be huge within WA's event calendar."

Chris Wharton, CEO for Seven West Media (WA) said, "TriEvents is the outstanding event management company in WA, and synergies with Seven West Media WA were easy to identify.

"Seven West Media WA is committed to providing content and enriching experiences that West Australians value and can enjoy on every level across every platform. With TriEvents we can now enhance these experiences through major live sporting and community events."

#### **Background:**

Seven West Media is Australia's leading multiple platform media company with a market-leading presence in broadcast television, newspaper and magazine publishing and online. The company is the home of many of Australia's best performing media businesses – Seven, 7TWO and 7mate, The West Australian, West Regional Newspapers, Redwave Media, Pacific Magazines, Presto and Yahoo!7, and the biggest content brands including My Kitchen Rules, House Rules, The X Factor, Home and Away, Sunrise, the Australian Football League, Better Homes and Gardens, Marie Claire, New Idea, Who, and PLUS7.

Founded in 2001, TriEvents boasts an impressive event portfolio of more than 17 sporting and community events. Managed and owned, these events include HBF Run for Reason, Western Mudd Rush, SunSmart Triathlon Series and Women's Triathlon, Santos Great Bike Ride for Homeless Youth and Neon Run.

TriEvents will also manage the Perth 2016 World Masters Athletics Championships in October, which will bring more than 7000 participants from all over the world to Western Australia.

#### **For further information please contact:**

Joanna Muir  
Trade Marketing Executive  
[Joanna.Muir@wanews.com.au](mailto:Joanna.Muir@wanews.com.au)  
08 9482 3325