

## THE WEST LAUNCHES NEW INITIATIVE- THE WEST LIVE

*The West Australian* is expanding further into the events and exhibition category with the launch of The West Live.

The West Live is an exciting, interactive, three-day exhibition that takes the community on a journey through the State's best read newspaper.

It will be held at the Perth Convention Exhibition Centre 11- 13 October.

According to Seven West Media CEO (WA) Chris Wharton, The West Live is a unique opportunity to engage with the faces behind the paper.

"If you've ever wanted to ask Rob Broadfield about Perth's best restaurants, talk travel with Stephen Scourfield, debate issues with the editors of *The West Australian*, or meet cartoonist *par excellence*, Dean Alston, this is your chance."

"The West Live gives our readers the opportunity to experience cooking demonstrations, interactive workshops, cartoon master classes, wine tasting and question and answer sessions with our editorial team. Our readers and advertisers can meet the faces behind *The West Australian* and Channel Seven, including Dr Harry Cooper and Ben and Jemma, the WA contestants from Seven's hit *House Rules* and Seven Perth identities."

The Expo covers two pavilions at the Perth Convention and Exhibition Centre and will feature over 100 exhibitors across five zones: Food and Wine, Home Gardening and Pets, Travel, News Business and Property and Sport, and Mind, Body and Health.

SGIO, Perth Airport, ILVE and Liquor Barons, are the four major sponsors of The West Live and brands including Riedel, Coles and Malaysian Airlines are also supporting the event.

**For more information please contact:**

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