

Who

Who Sexiest People 2014

WHO TO RELEASE BESPOKE iHEART RADIO STATION FOR WHO SEXIEST PEOPLE 2014 ISSUE

Tuesday 21 October, 2014: Australia's leading celebrity news magazine *WHO* today announced it will launch a bespoke iHeart Radio station, *WHO Sexiest People*, in support of its highly anticipated *WHO Sexiest People 2014* issue, out on Thursday.

Hosted by the Australian Radio Network (ARN), the station will launch at the *WHO Sexiest People* party, supported by Brown Brothers Moscato Gold, on Wednesday, October 22, 2014. The station will be live for a four-week period and include tracks from the event, in addition to song rotations by international and local artists.

Nicky Briger, editor, *WHO* says, "The *WHO Sexiest People* brand will reach new heights in 2014.

"The multi-platform campaign will span more consumer touch points than ever before - and this exciting new brand extension highlights *WHO*'s innovative approach and commitment to engaging its readers in exciting, new ways," Briger added.

Fiona Legdin, Publisher of *WHO* at Pacific Magazines, says, "The *Sexiest People* radio station is a dynamic extension of the country's most-read celebrity news magazine and this coveted issue."

The *WHO Sexiest People* issue will be unveiled on Wednesday, October 22, at Fox Studios Australia and will be attended by Australia's entertainment A-list, including Dannii Minogue, Natalie Bassingthwaite, Ronan Keating, Redfoo, Jessica Mauboy, Jason Dundas and Samantha Jade. Social media will continue to play a significant role at the event with live social and online feeds from the party.

The *WHO Sexiest People* initiative will be integrated across the Seven West Media group, including Yahoo!7, the Seven Network and throughout the Pacific Magazines' portfolio.

Ends.

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