



Monday, 4 September 2017

ARN ANNOUNCES NEW TWO YEAR PARTNERSHIP WITH VICTORIA RACING CLUB

ARN today announces a new two-year partnership with the **Victoria Racing Club (VRC)** that will see **KIIS 101.1** and **GOLD104.3** play key roles in supporting the 2017 and 2018 Melbourne Cup Carnivals.

This is the first time ARN has officially partnered with the VRC and will have a presence in The Nursery and The Precinct areas as an FM radio media partner.

As the official Radio Partner for VRC Members during the Melbourne Cup Carnival, **KIIS 101.1** will provide exclusive entertainment and activations in The Nursery throughout the Melbourne Cup Carnival, including AAMI Victoria Derby Day on November 4, Emirates Melbourne Cup Day on November 7, Kennedy Oaks Day on November 9 and Emirates Stakes Day on November 11.

This is the first time the VRC has appointed a radio partner exclusively for its Members Only areas.

As part of the program **KIIS 101.1's Matt & Meshel** and **The 3pm Pick-Up on the KIIS national network** will give listeners the chance to win their way into the exclusive Nursery Enclosure.

Sydney's KIIS 1065 will also be celebrating Australia's biggest race day with an activation at Barangaroo's Emirates Melbourne Cup Day Live Site, as part of the partnership with the VRC.

GOLD104.3 will host passionate punters in The Precinct – the perfect place for sports-loving racegoers to immerse themselves in the celebratory atmosphere of the Melbourne Cup Carnival. GOLD104.3 is the official FM Partner of The Precinct and Breakfast duo Jo & Lehmo will be giving their listeners the chance to win tickets to join them on Kennedy Oaks Day.

ARN CEO Rob Atkinson said: "The Melbourne Cup Carnival showcases the very best of Melbourne and is one of the most exciting and important events in Australia. KIIS 101.1 and GOLD104.3 have always been about sharing and celebrating the very best of Melbourne – whether that be sporting events, its culture, great music or lifestyle – and this new partnership is a natural reflection of that. We are excited about what ARN and its stations will be able to offer our listeners with this partnership and the commercial opportunities for our clients."

MEDIA RELEASE



ABOUT ARN

ARN is one of the leading broadcasters in the country with ownership or investments in 12 radio stations nationwide. Its network brands KIIS and Pure Gold, along with iHeartRadio and The Edge, entertain and influence over four million listeners on-air across Australia, with a digital audience of 2.7 million and a social footprint of 4 million.

Its KIIS network consists of Sydney's KIIS 1065 with #1 FM Breakfast *Kyle & Jackie O*, KIIS 101.1 in Melbourne with *Matt & Meshel*, Adelaide's #1 Mix102.3 with *Jodie & Soda*, Brisbane's 97.3FM with *Bianca, Terry & Bob* and Perth's 96FM with *Carmen & Fitz*. All shows nationally have *Katie 'Monty' Dimond, Rebecca Judd & Yumi Styne*s for The 3PM Pick-Up and *Dave 'Hughesy' Hughes & Kate Langbroek* in Drive.

In 2014 the rebranded Pure Gold network was also launched and it now incorporates Sydney's WS FM101.7 with *Jonesy & Amanda*, Melbourne's GOLD104.3 with *Jo & Lehmo*, Brisbane's 4KQ with *Laurel, Gary & Mark* and Adelaide's Cruise 1323 with *John Dean*.

The Edge is available on FM as The Edge 96.ONE in Sydney and nationally via iHeartRadio and DAB+. The Edge Breakfast hosts are *Mike E & Emma*.

ARN also launched iHeartRadio, the world's fastest growing digital service, to the Australian market in 2013 and the platform has had over 1 million downloads. iHeartRadio is a free, all-in-one radio, music streaming, entertainment and live events platform. In addition to being able to create their own personalised stations, listeners can access their favourite stations in Australia from ARN, the ABC, SBS and Fairfax, as well as stations from New Zealand and the USA.

ARN is an HT&E company.

