

MEDIA RELEASE



Monday 29 January 2018

KIIS 101.1 CELEBRATES PRIDE IN PARTNERSHIP WITH MIDSUMMA FESTIVAL

ARN's KIIS 101.1 is proud to announce it has partnered with Melbourne's premier queer arts and cultural celebration, **Midsumma Festival**, for the second year in a row as the official media partner of the event.

Celebrating the diversity and achievement of the LGBTIQIA+ community, a major element of the partnership included **participation in the 23rd annual Midsumma Pride March**, which took place on Sunday 28 January.

Drag duo '**Lady Business**', featuring one of Australia's best known and award winning Drag Queens, **Art Simone**, entertained yesterday's crowd marching alongside KIIS staff through the streets of St Kilda on the annual walk.



At the annual Midsumma Carnival, KIIS 101.1 created colourful and welcoming activations including a chill out zone for festivalgoers complete with glitter stations, rainbow streamers and promotional giveaways.

The key KIIS activations during the Festival saw rainbow-clad KIIS101.1 stilt walkers roaming with eye-catching rainbow flags, while fun-seekers had the opportunity to get their face painted with festival-style glitter. KIIS branded lip balms and condoms

were also given out, proving to be crowd-pleasers.

arn.com.au @ausradionetwork

FOR FURTHER INFORMATION PLEASE CONTACT

Bec Brown Ph: 0403 052 256

E: bec@thecommsdepartment.com.au



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ARN's Chief Marketing Officer Anthony Xydis said KIIS 101.1 was proud to again partner with Melbourne's most iconic celebration of equality and inclusiveness.

"We are excited to partner with the Midsumma Festival for the second year in a row," he said.

"KIIS 101.1 reflects Melbourne in all its diversity and this iconic celebration of equality and inclusiveness is what this city is all about, whether it's great music, art or just embracing a fun time with friends."



Melbourne's Midsumma Festival features a program of more than 170 events including visual arts, performance, film, parties, sports, and talks. It is on now until Sunday, February 4.



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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 across Australia.

Its KIIS network consists of Sydney's KIIS 1065 with Kyle & Jackie O, Melbourne's KIIS 101.1 with Jase & PJ, Adelaide's Mix102.3 with Jodie & Soda, Brisbane's 97.3FM with Bianca, Terry & Bob and Perth's 96FM with Paul & Lise. The National Drive Show across all stations is Will & Woody.

Its Pure Gold network consists of Sydney's WS FM101.7 with Jonesy & Amanda, Melbourne's GOLD104.3, 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 1,541,000 downloads of the app. iHeartRadio is a free, all-in-one radio, music streaming, entertainment and live events platform. In addition to being able to access their favourite music from around the globe, audiences 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 a HT&E company.

