



Media Release

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SPECTRUM WINS OPPORTUNITY TO CONTRIBUTE TO SBS' SIX BILLION STORIES

Spectrum Migrant Resource Centre (SMRC) has been chosen as one of 23 organisations that will publicise opportunities for and tell the real stories of migrants overcoming the perils and obstacles, after having been awarded one of the SBS Foundation grants consisting in airtime for a 12 month television campaign.

The SBS Foundation was overwhelmed with interest from the charitable sector and has this week announced the SMRC as one of the 23 national and regional charities that will receive a total of \$2 million worth of television airtime in 2009.

“We are very thankful to the SBS Foundation for this opportunity for free advertising via their network. Distributing information about SMRC’s services through SBS will help our target groups access support they previously may not have known about. With the support of the SBS Foundation, multicultural communities will be able to gain awareness of services which respects and acknowledges their existing capacity and cultural needs, whilst community groups will be able to convey and hence help foster a greater appreciation from Australian society about migrants’ lives, journeys and strengths,” said **SMRC’s overjoyed CEO, Ms Rosemary Kelada.**

SMRC, the one-stop-shop catering for the needs of newly arrived and established migrants and refugees, will utilise the SBS Foundation grant to broadcast a series of commercials telling the real stories of migrants overcoming perils and obstacles through the support of SMRC, and 1 commercial with a message against violence in the family. SBS will work together throughout 2009 to give the television campaign the best chance of exposure and success.

“Becoming a Media Partner with SBS will ensure SMRC is continuing to establish new agency relationships with the aim of developing innovative solutions to our clients’ challenges, in this instance, tackling the issue of accessibility of information for our clients and all Australians,” explained **Ms Kelada.** “The partnership would also allow us to make use of Australia’s diverse creative resources, contributing, at the same time, to extend the range of Australian television services reflecting the changing nature of Australian society, both by giving space to underrepresented points of view, and using innovative forms of expression.”

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