



THE KENNEDY AWARDS



MEDIA RELEASE

ANZ Stadium supports prestigious Outstanding Sport Reporting Award

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The NRMA Kennedy Awards for Excellence in NSW Journalism is delighted to announce that ANZ Stadium has become the major sponsor of this year's prestigious *Outstanding Sport Reporting Award*.

The Outstanding Sport Reporting Award is a hotly-contested category and recognises standout coverage of any sporting event, sporting achievement, competitor or team from any one of scores of sports in which Australians compete.

The winner of the award last year was *The Australian* newspaper's Nicole Jeffrey for her expose on the troubled culture of Australian swimming.

ANZ Stadium is offering a major sport package at this year's August 8 gala event through its sponsorship of the Outstanding Sport Reporting Award.

The fabulous package on offer to guests at the NRMA Kennedy Awards includes a fully-catered 8-seat open corporate box to a 2014 event of their choice at ANZ Stadium (*excluding Bledisloe Cup and NRL Grand Final) and a \$250 voucher for pre-game cocktails at the five-star Pullman Hotel at Sydney Olympic Park, courtesy of Accor Hotels.

Announcing ANZ Stadium's involvement, Kennedy Foundation board member, Peter Ryan, thanked the organisation for its support and commitment to the NRMA Kennedy Awards this year.

"We welcome ANZ Stadium's support of the Kennedy Awards in 2014 and it is indeed appropriate that ANZ Stadium, which has played host to some of the greatest sporting events in this country, has chosen to offer a fabulous package as sponsorship of this coveted sporting award," Mr Ryan said.

"The NRMA Kennedy Awards are delighted to have the support of ANZ Stadium in this, the third year of the awards."

ANZ Stadium Managing Director Daryl Kerry said it was a privilege for the stadium to sponsor the Outstanding Sport Reporting Award for 2014.

“This award recognises the talents of the finest sports journalists in Australia – media professionals who perhaps will have drawn inspiration from the drama, passion and emotion of the many sporting battles won and lost at ANZ Stadium, Australia’s Home Ground, over the years,” he said.

“Everything from the magic of the 2000 Sydney Olympics and Cathy’s gold-medal run, to the exhilaration of the Socceroos’ World Cup qualifications, to 107,000 voices singing Waltzing Matilda at Bledisloe Cup, to NRL Grand Finals, fantastic State of Origin encounters, Swans’ Grand Final qualifiers, international T20 cricket, through to visits by Manchester United and the British & Irish Lions last year.

“No doubt many more memorable sporting moments will unfold in 2014.”

The NRMA Kennedy Awards for Excellence in NSW Journalism, named in honour of legendary Sydney crime reporter Les Kennedy who died aged 53 years in 2011, continue to recognise the State’s finest media professionals and those who have put so much back into the industry.

“With the ongoing generous support of all our loyal sponsors and partners like ANZ Stadium, the Kennedy Awards continue to remain a prestigious annual event, worthy of the great legacy left by the late Les Kennedy,” Mr Ryan said.

Entries for this year's awards close July 1, for work in the 12 months of the current **financial** year. The 2014 NRMA Kennedy Awards will be held on 8 August at the Royal Randwick Ballroom, Australian Turf Club.

This year the Kennedy Awards is forming The Kennedy Foundation to administer a benevolent fund for media professionals facing hardship, the children's cancer charity Redkite and the Aboriginal Medical Service.

The foundation’s first fundraiser will be the *Media Battle of the Bands*, April 10 at the loft, King St Wharf, sponsored by NRMA Insurance in support of veteran journalist Kevin Hitchcock. Tickets are available at www.kennedyawards.com.au

The presentation of 32 awards will culminate with the announcement of the P&O Cruises NSW Journalist of the Year by NSW Premier, Barry O’Farrell.

Details on entry and tickets to the awards can be found at www.kennedyawards.com.au

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