



THE KENNEDY AWARDS

MEDIA RELEASE

January 27, 2014

NRMA Media Battle of the Bands

The countdown has started for the launch of the first ever *Media Battle of the Bands* – and we want to book your talent.

Hosted by the fledgling Kennedy Foundation and sponsor NRMA Motoring + Services, the Media Battle of the Bands will be fought out at theloft, King St Wharf on 10 April, starting 7pm.

This entertainment classic is all about dumping scuttlebutt and scoops for skins, axes, horns and harmonies in an epic music rumble to unearth State's top media band.

Meanwhile *The Kennedy Foundation* is inviting media musos to register early to play out their special brand of rock, hip hop, rhythm and blues, punk and any other noise that can rattle the bones on the big night.

And this is no media beat up! (excuse the pun!) It's all in a good cause – to help one of our own.

Former Channel Ten news director and Daily Telegraph reporter Kevin Hitchcock has been finding things tough these past few years as he continues to battle painful quadriplegia, the legacy of an accident more than 20 years ago.

The NRMA Media Battle of the Bands is the first event to be staged by the new *Kennedy Foundation*, seeking registration as a charity to distribute financial support and assistance to people and organisations in need.

As an official charity, the Kennedy Foundation aims to provide financial and other support to media representatives who have fallen on hard times whether through illness, injury, a loss of a family member or unemployment.

The foundation is also organising the *NRMA Kennedy Awards for Excellence in NSW Journalism* and associated events, including the launch and finalists' announcement.

Named after the late, legendary Sydney crime reporter *Les Kennedy*, the Kennedy Awards are now in their third year of celebrating quality news reporting, storytelling and creativity in NSW media.

Announcing the Media Battle of the Bands, Kennedy Foundation board member Peter Ryan said the big night was all about the NSW media helping to support colleagues down on their luck.

“We are asking media musos to register their interest in this entertainment classic to be fought out on the dance floor of theloft on April 10,” Mr Ryan said.

“This is a unique event in NSW media history and it’s all for a worthy cause. Kevin Hitchcock, or “Hitchy” as he’s known to many of us, needs constant care these days.

“This is what the Kennedy Foundation is all about – helping each other, and with the very generous backing of the NRMA, also lending a hand to others in need outside our industry, such as the Aboriginal Medical Service and the children’s cancer charity Redkite.”

NRMA Insurance has also joined NRMA Motoring + Services to support the Battle of the Bands.

“This is a great event and a worthwhile cause,” NRMA Insurance External Communication Manager Peter Zangari said.

“April 10 will come alive at what we hope will be a packed theloft and NRMA Insurance is proud to be doing what we can to make this Kennedy Foundation event a success and to raise crucial funds to support Kevin Hitchcock.”

NB: The 2014 NRMA Kennedy Awards will be held on 8 August at the Royal Randwick Ballroom, Australian Turf Club.

2014 NRMA Kennedy Awards Media Battle of the Bands

When: April 10th, 7pm

Where: theloft, 3 Lime Street, King Street Wharf, Darling Harbour

Cover charge: \$30 bookings at kennedyawards.com.au OR <https://register.eventarc.com/20928/media-battle-of-the-bands>

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