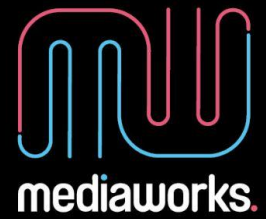


MEDIAWORKS MEDIA RELEASE

29 NOVEMBER 2023

FOR IMMEDIATE RELEASE



MEDIAWORKS BILLBOARDS GET SECOND LIFE ON THE FARM WITH FUTURE POST



MediaWorks and its printing subsidiary Omnigraphics are working with Future Post to ensure end of campaign billboard skins are put out to pasture instead of sent to landfill.

From November MediaWorks installers and partners will send approved skins to Future Post to be turned into fence posts which will then be put to use on farms and vineyards across Aotearoa.

Future Post takes approved plastic waste from various commercial applications where it is shredded, co-mingled, and extruded into sustainable fence posts.

At the end of life these posts can be recycled into new Future Posts - a true circular economy recycling programme.

MediaWorks COO Outdoor Brad Morgan said “We’re always looking for ways to reduce our environmental impact, from printing our billboards on Kavalan, a PVC-free lightweight material designed to reduce carbon footprint, to becoming Toitu Carbonreduce certified*.”

“Working with Future Post will see an estimated 10,000 kgs of used billboards kept out of landfill annually and give our advertisers a more sustainable option for static billboards.”

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AMI Insurance, together with PHD Aotearoa who are an Ad Net Zero media agency partner, will take the lead in transitioning urban billboards to rural fence posts, partnering with MediaWorks to showcase the process and support its sustainability goals. Each step of the journey will be documented and shared, from print to post.

Paula ter Brake, AMI Executive General Manager said “We’re working with our partners to find more sustainable ways to be there for our customers, and this includes how we advertise. We’re excited by MediaWorks’ low carbon printing on PVC-free skins, and the ability to recycle the billboards with Future Post into a sustainable product that helps rural communities.

ENDS

*MediaWorks Outdoor Holdings became Toitu Carbonreduce certified in July 2023. **For more information please contact:**

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About MediaWorks:

MediaWorks is New Zealand's leading radio and outdoor media company with over 2.4 million weekly listeners and over 5,000 outdoor touch points nationwide. The company owns and operates radio brands The Edge, The Rock, More FM, The Breeze, The Sound, Mai FM, George FM, Magic, Humm FM, Channel X and rova. MediaWorks brands and people are household names with local, highly engaged audiences. www.mediaworks.co.nz

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