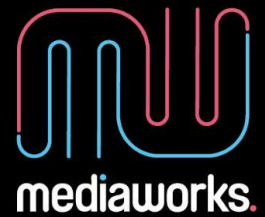


MEDIAWORKS MEDIA RELEASE

4 MARCH 2024

FOR IMMEDIATE RELEASE



MEDIAWORKS WELCOMES MUSICHELPS AND THE SIR JOHN KIRWAN FOUNDATION TO THE WHANAU



MediaWorks is delighted to welcome two new National Charity Partners to the MediaWorks Foundation for 2024; [MusicHelps](#) and the [Sir John Kirwan Foundation](#).

The MediaWorks Foundation was established in 2015 with the purpose of using MediaWorks' extensive reach* of radio and outdoor assets to support community-based charities in raising awareness and funds for their causes.

Since its inception the foundation has partnered with over 300 charities from Youthline, Variety, Camp Quality, CanTeen and beyond, and continues to focus on those organisations that exist to positively change the lives of children and young people throughout Aotearoa.

MediaWorks Foundation Manager Sophie Keighley says:

"This year we are proud to extend our support to two more exceptional charities. Every child and young person in New Zealand should have the chance to reach their full potential, but sometimes events, circumstances and disadvantages can hold them back. I'm incredibly excited about the work we're going to be able to deliver together with these two charities to help them to shine."

MusicHelps supports hundreds of projects across New Zealand, each using the power of music to change the lives of thousands of New Zealanders in need. This includes music therapy, music programs in respite and palliative care, music education programs (particularly in low decile environments), music programs in prisons and rehabilitation and music in aged care to name but a few.

mai

The edge

George®
beats working...

CHANNEL X

MORE FM

THE ROCK

rova

HUMM

magic

TARANA
your Indian Radio

THE BREEZE

THE SOUND

MusicHelps Chair, Anthony Healey says: "We are more than thrilled to partner with Mediaworks this year. As an organisation they clearly share our kaupapa of changing lives through music.

"Music is a powerful tool to help and to heal, and through this relationship we will be able to grow our impact, supporting more and more New Zealanders in need."

New Zealand rugby legend Sir John Kirwan established his foundation to address the devastating youth suicide statistics in New Zealand. Through their program Mitey, children from years 1-8 are targeted to help them build the necessary and age appropriate skills, knowledge and understanding they need to nurture their own emotional wellbeing and those of others.

Sarah Manley, Chief Executive Officer for the *Sir John Kirwan Foundation* says:

"We are very excited to be a 2024 Charity Partner of the Mediaworks Foundation. The work we do across primary and intermediate schools to transform mental health education is as important as ever, and this partnership provides a great opportunity to raise the visibility and start the conversation about our young people having the resilience skills to cope in this modern world. Mitey can radically alter the mental health trajectory of Aotearoa New Zealand , and this partnership will get us there faster."

For more information on The MediaWorks Foundation and our new National Charity partners for 2024 - *MusicHelps* and the *Sir John Kirwan Foundation*, click [here](#).

**MediaWorks has 2.4 million weekly listeners (GFK Commercial Radio Results S2/2023 total NZ) and over 5,000 outdoor touch points nationwide (Datamine Datalab Dec 2023 - One Week)*

ENDS

For more information please contact:

Rose Swale - **Publicity Manager**

roseswale@mediaworks.co.nz / 021 406 136

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

mai

The edge

George®
beats working...

CHANNEL X

MORE FM

THE ROCK

rova

HUMM

magic

TARANA
your Indian Radio

THE BREEZE

THE SOUND