



MEDIA RELEASE

oOh!media Limited
ABN 69 602 195 380

26 August 2020

Sustainability champion supports the Reef with oOh!media

A new campaign to help protect the Great Barrier Reef has gone live, driven by one passionate media professional's commitment to a better world.

Climate awareness champion Charlotte Berry won the 'Impact' sustainability category at last year's \$1 million oOh!media Open Awards, which recognise four industry individuals who make significant community contributions.

Her prize was \$250,000 in media spend to promote a cause of her choice across oOh!'s Out of Home network, which she donated to the Australian Marine Conservation Society (AMCS).

The AMCS's 'Fight For Our Reef' campaign aims to combat the damage being done to the Great Barrier Reef by channelling public concern into calling for greater leadership on the issue by politicians.

Speaking on the worthiness of the campaign, Ms Berry, also a senior strategist at media agency UM, said the fight for the Great Barrier Reef was extremely important.

"There are so many worthy environmental causes, but I firmly believe that acting to save the Great Barrier Reef before it's too late. The Reef is not only an Australian icon, but a living wonder and UNESCO World Heritage Site. Our generation can no longer be complacent, we must not let our legacy be a decimated Great Barrier Reef," she said.

"AMCS has been doing a great job calling on all our leaders to step up, but time is running out. Any extra support that can go to this cause will help, and the extra media space provided by oOh! will help the AMCS reach its goals."

The campaign is running for two weeks from mid-August across digital road and retail assets in NSW, ACT, Queensland and Victoria.

The Fight For Our Reef Campaign is the second from the Open Awards to run on oOh!'s networks. In February, Aftershock kicked off a campaign in Melbourne to support Teresa's Trotters' walk at the Botanical Gardens, raising funds and awareness for high mortality rate cancers. A campaign for Cystic Fibrosis Community Care is expected to run before the end of the year, while the campaign for the Juvenile Diabetes Research Fund will run in 2021 to mark the organisation's 100th anniversary.

The Open Awards' \$1 million prize pool in media spend is divided equally among the four winning campaigns.

- ENDS-



Media contact: Julian Elliott, Lighthouse Communications Group, 0425 840 071

About oOh!media

oOh!media is a leading Out of Home media company that is enhancing public spaces through the creation of engaging environments that help advertisers, landlords, leaseholders, community organisations, local councils and governments reach large and diverse public audiences.

The company's extensive network of more than 37,000 digital and static asset locations includes [roadsides](#), [retail centres](#), [airports](#), [train stations](#), [bus stops](#), [office towers](#), [cafes](#), [bars](#) and [universities](#).

Listed on the ASX, oOh! employs around 800 people across Australia and New Zealand, and had revenues of \$649 million in 2019. It also owns digital publisher [Junkee Media](#), printing business [Cactus](#), and experiential provider [oOh! Experiential](#).

The company invests heavily in technology, and is pioneering the use of sophisticated data techniques that enable clients to maximise their media spend through unrivalled and accurate audience targeting. Find out more at oohmedia.com.au