



Helping people help themselves.



## **MEDIA RELEASE**

**Issued Date: 26 May 2011**

### **\$1.4 MILLION OUT-OF-HOME ADVERTISING CAMPAIGN PUTS SPOTLIGHT ON THE BIG ISSUE**

The Outdoor Media Association (OMA) has this week launched a \$1.4 million national Out-of-Home (OOH) advertising campaign for street magazine The Big Issue to help homeless and marginalised Australians get back on their feet.

OMA's three month campaign will help raise awareness of The Big Issue through advertising on roadside and railway billboards, bus and tram shelters, taxis, and through digital advertising in shopping centres, universities, airports and pharmacies.

OMA and its members are long-standing supporters of The Big Issue and have provided pro-bono OOH advertising space since 2008. This year's campaign takes the total contribution from the OMA members to \$4.4 million.

The Big Issue is an independent magazine sold on the streets by people affected by homelessness, long-term unemployment and disability to earn an income and re-connect with society. Vendors purchase the fortnightly magazine for \$2.50 and sell it for \$5, keeping the difference.

"The campaign helps break down stereotypes associated with homelessness by allowing us to show who our vendors are and how they benefit from magazine sales," The Big Issue CEO Steven Persson said.

"With more than 100,000 people homeless in Australia every night, it is vital that marginalised and disadvantaged Australians are provided with opportunities to earn a living and be included in society."

Sales of The Big Issue jumped by 20 per cent during the 2010 OOH campaign period, resulting in \$75,000 more going directly into the pockets of The Big Issue vendors nationally.

OMA CEO Charmaine Moldrich said in 2010, OMA members collectively donated more than \$12 million to over 150 charities and not-for-profit organisations.

"The OMA is a proud supporter of The Big Issue," Ms Moldrich said. "And the success of last year's campaign proves the power of our medium in reaching the community to raise awareness for extremely important issues like homelessness."

"Many people don't realise that by buying a copy of The Big Issue, they are putting money directly into the pockets of vendors. Each sale is helping a homeless or marginalised person get their life back on track."

Melbourne advertising agency the blue group once again provided creative for the campaign.

Since 1996, The Big Issue's vendors have sold more than six million magazines, with over \$12 million going to Australia's homeless and unemployed.

**ENDS**

**Media contact: Eszter Vasenszky – 0415 319 421**

**Following: Artwork from The Big Issue's 2011 Out-of-Home Media Campaign**

The Big Issue would like to acknowledge those who have assisted in pulling together their 2011 Out-of-Home Media Campaign.

**Media owners:** Adshel, APN Outdoor, EYE, goa Billboards, JCDecaux, Independent Outdoor Media (iOM), oOh!media, ROVA Media, TorchMedia

**Printers:** Brite Solutions, Cactus Imaging, Omnigraphics

**Installers:** ASAPS, Country Outdoor Signs, Prime Signs, Pryde Fabrication, Southern USI, Ultimate Sign Installations (USI), Visual Exposure, Vertigo High Access Services, Western USI

**Creative agency:** the blue group [www.bluegroup.com.au](http://www.bluegroup.com.au)  
Photographer - Chris Budgeon

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