



Media Release

4 May 2020

Sky announces community groups selected for its Community Advertising airtime offer

Sky has today announced the community groups selected to receive airtime through its Community Advertising initiative.

The initiative was launched to help raise the profile of groups supporting New Zealand through the Covid-19 pandemic.

“We received 170 applications for support since putting the offer out there a couple of weeks ago, making it very difficult to choose the final 10,” says Martin Stewart, Sky’s Chief Executive.

“We’re delighted to be supporting organisations that work across a wide range of causes - from youth development, health and wellbeing, and domestic violence, to organisations that support the arts, small business and rural sectors.

“Having received so many deserving entries, we’ll be extending our offer to more organisations who have already applied over the coming months to make the biggest difference possible.”

The chosen organisations are: White Ribbon; Make-a-Wish; Manaaki.io; Rural Support Trust; Read NZ Te Pou Muramura; MusicHelps; Graeme Dingle Foundation; National Foundation for Deaf & Hard of Hearing; Mentemia; and Leukaemia & Blood Cancer NZ.

Sky has also already donated free airtime to support KidsCan, The Student Volunteer Army and Pet Rescue.

Up to five organisations will be on-air at a time, with each ad campaign lasting two-weeks.

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About the selected community groups:

Graeme Dingle Foundation

The Graeme Dingle Foundation sets children and young people up with a strong platform for adult life and a career through building resilience, confidence and essential life skills. It runs school-based programmes - Kiwi Can, Stars, Career Navigator and Project K - throughout Aotearoa. The programmes have moved online during the Covid-19 crisis to continue to support and mentor tamariki and rangatahi through these tough times. The Foundation is an essential service and operates with a blend of online and face to face support for the young people as schools look to go back. Like many charities, the Graeme Dingle Foundation has been hit hard with a fall in funding and is launching a fundraising appeal to continue to give our young people the resilience and tools to overcome any obstacle and rebuild the future together.

Leukaemia & Blood Cancer NZ

In the face of Covid-19 it's Leukaemia & Blood Cancer NZ's top priority to continue to provide free and accessible support to all patients who need it. Leukaemia & Blood Cancer NZ is asking New Zealanders to make their lockdown count by joining its Shave for a Cure initiative.

Make-a-Wish

Make-a-Wish brings hope and joy to children with critical illnesses by granting wishes. The need for hope has never been greater than it is right now, and with Covid-19 impacting active wishes, Make-a-Wish is focused on keeping wish children positive and focused on the future. Make-a-Wish day was 29 April, and Make-a-Wish have launched their Wishes For Hope fundraising advertising campaign to continue to help make wishes come true.

Manaaki.io

Manaaki is an emergency support network for small businesses. With free online services through Covid-19 and beyond, small business owners can ask questions from a panel of volunteer business experts and advisors.

Mentemia

Mentemia is a mental wellbeing app designed to help everybody be a little bit better everyday through simple, bite sized tools and techniques. It's like a digital mental wellbeing coach. The team at Mentemia have launched a free version of the app to help all Kiwis cope and thrive through the anxiety of Covid-19.

MusicHelps

MusicHelps provides crisis financial assistance and mental health and wellbeing support to Kiwi music people experiencing illness, distress and hardship. Demand for these services has increased dramatically since the onset of the Covid-19 crisis. MusicHelps has launched an appeal, *MusicHelpsLive*, to raise the resources needed to provide vital crisis financial and health and wellbeing support to the totality of the kiwi music community. This includes not just artists, but all of the behind the scenes workers who have seen their livelihoods shattered.

National Foundation for Deaf & Hard of Hearing

National Foundation for Deaf and Hard of Hearing (NFDHH) supports New Zealanders who are Deaf, have a hearing loss, or a hearing disability. For those who are Deaf or hard of hearing, isolation can be a daily struggle, but during the Covid-19 crisis, the experience of isolation is being amplified. In response to Covid-19, NFDHH has launched its *#ImHearForYou* campaign and has extended its services to provide much needed support to those in the Deaf and hard of hearing community who are vulnerable and isolated during this challenging time.

Read NZ Te Pou Muramura

At this time of global pandemic, Read NZ Te Pou Muramura is helping New Zealanders find comfort in books and stories. Read NZ Te Pou Muramura has launched a Stay Home Book Club for young readers and story-listeners, and a campaign promoting Kiwi men as readers called *Blokes vs Books*.

Rural Support Trust

Rural Support Trust offers support to rural New Zealanders across all aspects of rural agribusiness. Some farmers are facing a particularly difficult season due to adverse weather events and financial pressures. The lack of any down time, Covid-19 and other associated regulations can create additional stress. If rural people or families are facing challenges they can call 0800 787254 for a free, confidential chat.

White Ribbon

White Ribbon promotes respectful relationships to prevent domestic and sexual violence. In an unprecedented national emergency, everyone in New Zealand has found themselves cooped up inside for the Covid-19 lockdown period. In any household, "cabin fever" creates tension – but it becomes a huge risk for families with a history of domestic violence. White Ribbon has created a campaign based around these three simple behaviours to create a safe and happy lockdown for everyone:

Not scared spaces – shared spaces | Tē wāhi whakamataku, he wāhi manaaki kē; Stay at home – but stay connected | Noho takitahi, engari, tūhono tonu; Don't take it out on them – take a walk | Kia kaua e riri, me hikoi ki te pai