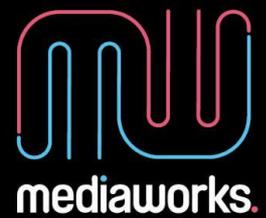


MEDIAWORKS MEDIA RELEASE

14 FEBRUARY 2022
FOR IMMEDIATE RELEASE



MEDIAWORKS FOUNDATION BACKS THREE NEW CHARITY PARTNERS IN 2022

The MediaWorks Foundation is pleased to announce its new National Charity Partners for 2022; Camp Quality NZ, NZ Riding for the Disabled and Variety - the Children's Charity.

The foundation was established in 2015 to help support and change the lives of young people in Aotearoa. To date, the foundation has supported almost 300 charities, donating more than \$21 million in advertising and services.

MediaWorks CEO Cam Wallace says MediaWorks is delighted to welcome three new charitable organisations to the foundation's National Charity Partnership Programme this year.

"At MediaWorks our purpose is to colour and connect our communities and Camp Quality, NZ Riding for the Disabled and Variety - the Children's Charity, all play a crucial role in the lives of our young people in New Zealand. We're pleased to be able to partner with these charities to help raise awareness of what they do to help our young people be their best."

About the MediaWorks Foundation 2022 charitable partners:

[Camp Quality](#)

Camp Quality's camps are for children, five to 16 years, who have been diagnosed with cancer. It passionately believes in the power of fun to help children and their families overcome the challenges living with cancer can bring.

Camp Quality General Manager Dave Bellamy says 150 Kiwi kids are diagnosed with cancer each year and that diagnosis puts the child and their family on a massive journey, including a rollercoaster of emotions.

"Children living with cancer often miss out on school, camps and other fun activities that are an important part of being a 'normal kid'. Camp Quality exists to provide them with the fun, hope and happiness they deserve. We're really looking forward to partnering with MediaWorks this year to spread the word about what we do so that we can reach even more children living with cancer."

[NZ Riding for the Disabled](#)

The NZRDA is a member association made up of more than 50 local RDA groups in communities throughout New Zealand. Its core purpose is to provide interaction with horses to improve health and wellbeing outcomes for people experiencing disability, or who have specific challenges or needs.

Chief Executive Donna Kennedy says, "This is an amazing opportunity and we are really excited about working with the MediaWorks team to promote the amazing service NZRDA provides in our communities. Thank you."

[Variety - the Children's Charity](#)

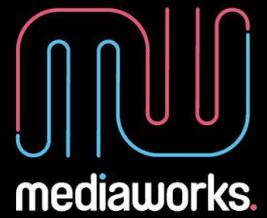
At Variety - the Children's Charity, its support is focused on improving the wellbeing of children and young people across New Zealand. It believes every Kiwi kid deserves the same opportunity for a happy, healthy childhood.



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CEO Susan Glasgow says, “Variety is incredibly proud to partner with the MediaWorks Foundation. Our shared commitment to enabling children and young people to thrive in Aotearoa means that together we can connect caring New Zealanders with the children who need their support. Together we can change lives.”

-ENDS-

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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, Magic Talk, Humm FM and rova. MediaWorks brands and people are household names with local, highly engaged audiences. www.mediaworks.co.nz

