

MEDIA COVERAGE

<p>TV</p>	<ul style="list-style-type: none"> • Channel 7's The Morning Show (viewers: 175,000) • Jodi Anasta mentioned the J4G Excellence Ball • Timecode: 3.04 - 3.10
<p>Online</p>	<ul style="list-style-type: none"> • x3 pieces on Daily Mail - One, two and three (unique users: 2,433,000) • Aussie Mum's Network - pre-event piece tied into more Sally Obermeader ambassador news with dual messaging referencing the Excellence Ball
<p>Social Posts</p>	<ul style="list-style-type: none"> • Jodi Anasta Insta • Elle Cole Insta • The Lifestyle Suite (Ellie Cole's management) Insta • Ana Calle Insta • Josh Penn Insta • Josh Penn Insta • Cameron Byrnes Insta • Aussie Mum Network Twitter • The Carousel Twitter • The Carousel Facebook

Print

**Sunday Telegraph,
Party Confidential
(readership: 1,112,000)**



**The Sun Herald
(readership: 812,000)**



**Southern Courier
(readership: 65,000)**

fastlane

Stars align for Jeans for Genes



● A star-studded line-up of guests showed their support at the Jeans for Genes Excellence Ball, helping to raise \$400,000. A \$200,000 cheque was presented to the Children's Medical Research Institute based at Randwick, who work to discover treatments and cures for children born with a birth defect or genetic disease, which currently affects one in every 20 Aussie kids. Genes Day ambassador and breast cancer survivor, Sally Obermeder conducted a Q&A session with four-time Paralympic gold medallist Ellie Cole.