

Media Release

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Eleven Communications set to launch major appeal campaign for The Australian Literacy and Numeracy Foundation.

Eleven Communications is working with The Australian Literacy and Numeracy Foundation to create a major appeal to raise funds and awareness for Indigenous literacy.

The Hands Across the Nation Indigenous Literacy appeal will be launched in November this year and already has the backing of many high profile Australians including Catherine Freeman, Therese Rein, Professor Marie R Bashir AC CVO, Governor of New South Wales, and Tom Calma, Aboriginal and Torres Strait Islander Social Justice Commissioner.

The creative campaign, which is being developed on a pro bono basis by Eleven Communications, is planned to cover television, print, retail partnerships, online activity and a major media launch event in the centre of Sydney.

“This is a problem that every Australian should care about and every Australian should take responsibility for solving,” said Jono McCauley, Director of Creative Strategy at Eleven Communications.

“When you see the stark reality of the statistics, you can’t help wanting to lend a hand and that’s what the campaign is all about,” McCauley said.

Credits:

Client: Gabrielle Kemeny, Director of Communications, The Australian Literacy and Numeracy Foundation.

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