



ARN AND KIIS 1065 CELEBRATE THIRD YEAR OF SYDNEY GAY AND LESBIAN MARDI GRAS FESTIVAL PARTNERSHIP

Thursday January 10th 2019 – ARN is gearing up for one of its biggest annual celebrations of diversity, inclusivity and Sydney’s vibrant culture with the launch of **KIIS 1065’s** third consecutive year as an **official media partner** of the **Sydney Gay and Lesbian Mardi Gras Festival**.

KIIS 1065’s involvement will be bigger and better than ever, with a **huge line up of activations and integrations** planned across the two-week festival embracing this year’s **‘Fearless’** theme.

The celebrations, which kick off on **February 15**, will again culminate in KIIS 1065’s participation in the iconic **Mardi Gras parade** on March 2, with a float and live broadcast from the event. This year’s **KIIS 1065** float will again showcase **The Kyle & Jackie O Show, supported by iHeartRadio**.



In 2018, **KIIS 1065’s Kyle & Jackie O**, along with KIIS newsreader Brooklyn Ross and Kyle’s girlfriend Imogen Anthony, were on the parade float and were joined by ARN and KIIS 1065 staff to celebrate Mardi Gras.

See a video of how the action at last year’s Mardi Gras parade unfolded [here](#).

ARN’s Chief Marketing Officer Anthony Xydis said partnering with the iconic Sydney Gay and Lesbian Mardi Gras was important to ARN with staff from all areas of the business involved in the planning and execution of activity across the festival.

“ARN are proud supporters of diversity and inclusion. Since 2017, ARN’s partnership with the Sydney Gay and Lesbian Mardi Gras has been supported and embraced by people across the business, making it not only one of the most exciting times of the year but also one of the most important for further strengthening ARN’s values of energy, authenticity, creativity and action.

“The festival is one of the best times to be in Sydney, bringing people from across the world and all walks of life together in a true celebration of equality, diversity, and love. It’s a perfect fit for KIIS 1065 which celebrates and embodies Sydney’s vibrant culture.”



MEDIA RELEASE



The 2019 Sydney Gay and Lesbian Mardi Gras Festival begins on **Friday 15 February** and runs for two weeks until **Sunday 3 March**, and includes a comprehensive program of events, exhibitions, music and theatre to celebrate Australia's LGBTQI community. For more details, head to www.mardigras.org.au.

About ARN

ARN is one of the leading broadcasters in the country with ownership or investments in 12 radio stations nationwide. Its network brands KIIS and Pure Gold, along with iHeartRadio and The Edge, entertain and influence over four million listeners across Australia.

Its KIIS network consists of Sydney's KIIS 1065 with Kyle & Jackie O, Melbourne's KIIS 101.1 with Jase & PJ, Adelaide's Mix102.3 with Jodie & Soda, Brisbane's 97.3FM with Bianca, Mike & Bob and Perth's 96FM with Paul & Lise. The National Drive Show across all stations is Will & Woody.

Its Pure Gold network consists of Sydney's WS FM101.7 with Jonesy & Amanda, Melbourne's GOLD104.3 with Christian O'Connell, Brisbane's 4KQ with Laurel, Gary & Mark and Adelaide's Cruise 1323 with John Dean.

The Edge is available on FM as The Edge 96.ONE in Sydney and nationally via iHeartRadio and DAB+. The Edge Breakfast hosts are Mike E & Emma.

ARN also launched iHeartRadio, the world's fastest growing digital service, to the Australian market in 2013 and the platform has had over 1.8 million downloads of the app. iHeartRadio is a free, all-in-one radio, music streaming, podcast and live events platform. In addition to being able to access their favourite music from around the globe, audiences can access their favourite stations in Australia from ARN, the ABC, SBS and Fairfax, as well as stations from New Zealand and the USA.

ARN is a HT&E company. For more details, head to www.arn.com.au.
