



09 November 2022

RSL and OMA team up to magnify Remembrance Day message in national takeover

Australians across the country will be prompted to *Remember to Remember* at 11am this Friday 11 November thanks to the RSL's national partnership with the Outdoor Media Association (OMA) for the second year.

This Remembrance Day, for one minute at 11am, digital Out of Home (OOH) signs owned by OMA members nationwide will display the RSL's message reminding Australians to pause for one minute's silence to remember those who served and lost their lives in all wars and conflicts.

Adding his voice and influence to this year's *Remember to Remember* campaign is decorated Australian Army veteran and Victoria Cross for Australia (VC) recipient, Corporal Daniel 'Dan' Keighran VC.

Mr Keighran said he was extremely proud to support the RSL's Remembrance Day campaign and echo the RSL's call for Australians to *Remember to Remember*.

"I strongly encourage all Australians to attend their local Remembrance Day service, whether that be in their capital city or local RSL Sub Branch, and take the time to remember those that have gone before us and those that continue to serve to this day."

Proud supporters of the RSL's national commemorative campaigns for the past two years, the OMA and its members have generously donated more than \$6 million in advertising space for ANZAC Day and Remembrance Day commemorations.

RSL Queensland State President Major General Stephen Day DSC AM said he was incredibly grateful for the ongoing support from the OMA and its members in sharing the important message of Remembrance Day broadly across the country.

MAJGEN Day urged the public to unite as a community and remember those that had given their life in service to their country on 11 November, a day that commemorates the signing of the Armistice agreement between German and Allied forces in 1918 that signalled an end to WWI.

"Through the generous support of the OMA and its digital advertising screens across the country, we are able to ensure that no matter where people are or what they're doing at 11am on 11 November, they will *Remember to Remember*," MAJGEN Day said.

"Remembrance Day is a date that has long been cemented into the lives of Australians and while leading busy, fast-paced lives can often result in this important moment passing by, it is imperative that we pause, reflect and honour those who have fallen and recognise the invaluable contribution of our service people.

"It's just one minute, but it means so much more to the veteran community and their families."

OMA CEO Charmaine Moldrich said "We take our role as a public space media channel very seriously, we want to give back; our industry takes great pride in using their signs for the greater good."

"Now in our second year of partnership with RSL, signs across Australia will remind everyone to *Remember to Remember* and to pause for a minute of silence to honour those who gave their lives in service, those who returned home injured, and those who serve our nation today," Moldrich said.

"The nationwide roadblock is possible through the innovation inherent in our digital sign network, giving us the ability to deliver campaigns like this, with the immediacy and precision needed to deliver one minute of silence on this historic day, commemorating those who sacrificed for the freedoms we take for granted."



Participating OMA members include: Australian Outdoor Sign Company (AOSCo), BIG Outdoor, Bishopp Outdoor Advertising, Blue Tongue Outdoor, Civic Outdoor, goa, JCDecaux, JOLT Charge, Motio, oOh!media, Outdoor Systems, Paradise Outdoor Advertising, QMS Media, Scentre Group Brandspace, Shopper, The Media Shop (TMS), Tonic Media Network, TorchMedia, Total Outdoor Media (TOM), Val Morgan Outdoor (VMO), and Vicinity Centres.

For more information on Remembrance Day and where to attend a service or to access digital resources including audio recordings, videos, blogs and veteran stories, visit remembertoremember.com.au.

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MEDIA CONTACTS

For more information or to arrange an interview, please contact:

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ABOUT REMEMBRANCE DAY

At 11am on 11 November 1918, the guns on the Western Front fell silent after more than four years of continuous warfare. With their armies retreating, German leaders signed an Armistice (suspension of fighting), bringing an end to World War I.

The 11th hour of the 11th day of the 11th month became universally associated with the remembrance of those who died in this war. On the first anniversary of the armistice in 1919, two minutes' silence was instituted as part of the main commemorative ceremony in London. After the end of World War II, the Australian and British governments changed the name to Remembrance Day to better reflect an occasion commemorating those who died in service to their country.

In 1997, Governor-General Sir William Deane issued a proclamation formally declaring 11 November Remembrance Day, urging all Australians to observe one minute's silence at 11am to remember those who died or suffered for Australia's cause in all wars and armed conflicts.

ABOUT RSL QUEENSLAND

RSL Queensland has stood shoulder to shoulder with Queensland's Defence family since 1916.

It is the largest ex-service organisation in Queensland, providing practical support, assistance, advice and camaraderie to current and former Australian Defence Force members and their families across the state. RSL Queensland comprises approximately 230 Sub Branches across 10 Districts.

The organisation is run by veterans for veterans and its 35,000 members span all ages, genders, ethnicities, and service backgrounds. RSL Queensland is a registered charity and receives no government funding. It generates 95 per cent of its revenue from the RSL Art Union. For more information, visit rslqld.org.

ABOUT THE OUTDOOR MEDIA ASSOCIATION (OMA)

The OMA is the peak industry body which represents most of Australia's Outdoor Media Owners and Suppliers, and some Asset Owners.

The OMA operates nationally and prior to July 2005 traded as the Outdoor Advertising Association of Australia (OAAA). It was first incorporated in 1939.

The OMA's charter is to serve its members by promoting the OOH industry and developing constructive relations with its primary stakeholders.

Its core functions are Marketing and Research (including audience measurement), Government Relations and Regulatory Affairs, Media Relations, and Member Services.

The OMA is governed by a Board of Directors which is elected by the membership. Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.