

## Media Release

---

For immediate release  
20 April 2021

### **OMA members in partnership with the RSL encourage Australians to Light Up the Dawn this Anzac Day**

The Outdoor Media Association (OMA) has today announced its continued support for *Light Up the Dawn* which will be promoted nationwide on digital signs in the lead up to Anzac Day.

*Light Up the Dawn* is an RSL initiative, instituted last year to mark Anzac Day when the traditional march was cancelled due to COVID-19. Australians were encouraged to honour our armed forces at 6am on Anzac Day in an at-home vigil, lighting a candle in their driveways or on their balconies, or in their living rooms, to commemorate the nation's veterans.

RSL Queensland State President Tony Ferris said, "In 2020, *Light Up the Dawn* brought us all together in a year of great challenge and change, where the Australian community stood united – in uniforms or pyjamas, wearing medals, poppies and sprigs of rosemary – to let Australian veterans know that their service and sacrifice will never be forgotten."

Based on the positive community response, *Light Up the Dawn* will again encourage Australians to come together. Whether gathering for public services or participating in private reflection, Australians have a choice in how they honour the service and sacrifice of veterans this Anzac Day.

The RSL will also produce a short personal service and participation kits for use by the community, as well as a live-streamed dawn service at 6am on the day.

"This year, as restrictions ease, we are committed to safely honouring our veterans, past and present – whether at traditional services, or by commemorating personally at home," concluded Ferris.

"It was moving to see the simple and safe gesture that was *Light Up the Dawn* very obviously resonate with the community last year. Our members were proud to support *Light Up the Dawn* using the industry's network of digital signs to encourage people to come together. It is wonderful to see our promotion of events like this not only lighting up the dawn but contributing to the public discourse by bringing people together in reflection on a day of such significance to our nation," said Charmaine Moldrich, CEO of the OMA.

"We salute RSL Queensland for their efforts in producing *Light Up the Dawn* giving all Australians the chance to stand in solidarity in remembrance of those who served and made the ultimate sacrifice for our nation," concluded Moldrich.

OMA members supporting *Light Up the Dawn* this year include AOSCo, BIG Outdoor, goa Billboards, JCDecaux, oOh!media, Outdoor Systems, Paradise

Outdoor Advertising, QMS Media, Shopper Media, and Total Outdoor Media (TOM).

For more information about *Light Up the Dawn* visit [lightupthedawn.com.au](http://lightupthedawn.com.au).

**ENDS**

**FURTHER INFORMATION:**

Emma Ward, Communications Manager, Outdoor Media Association – T: 02 9357 9916

---

**About the OMA**

The OMA is the peak industry body which represents most of Australia's Outdoor Media Display companies and production facilities, and some Media Display asset owners.

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

A Board of Directors, elected by the members, governs the OMA.

Members of the OMA adhere to a Code of Ethics and abide by the regulatory frameworks in which they operate.