

## Media Release

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### **OMA members partner for the third year with RSL Australia to encourage Australians to ‘Light Up the Dawn’ this ANZAC Day**

The Outdoor Media Association (OMA) has today announced, for the third time, its support for RSL Australia’s *Light Up the Dawn* campaign in the lead up to ANZAC Day. The creative will appear on the industry’s digital sign network across the nation.

*Light Up the Dawn* was introduced in 2020 by RSL Australia to mark ANZAC Day when traditional commemorations were cancelled due to the pandemic. The initiative took place again in 2021 giving Australians options on how they can commemorate and honour our service men and women on ANZAC Day.

RSL Queensland State President, Major General Stephen Day, DSC AM acknowledges the importance of Australians supporting, recognising, and participating in ANZAC Day.

“It is a time for all Australians to reflect – no matter where you are or how. Those who went before us set a standard and, on 25 April 1915, created a legacy that those serving today continue to uphold.

“It is a day to remember not only our original ANZACs, but a day to stand shoulder-to-shoulder with fellow Queenslanders and remember our current and former service men and women; those who have fought and served our country, as well as the families who stand beside them. *Light Up the Dawn* brings us all together and the RSL is proud to continue the partnership with the Outdoor Media Association and its members, bringing this message to all Australians,” said Major General Day.

The ANZAC spirit is a core component of this year’s initiative. The five traits that defined ANZACs as they landed in Gallipoli on 25 April 1915 are endurance, courage, mateship, humour and ingenuity. These characteristics are embodied by the Australians highlighted in the campaign image.

“It is fitting to see these five traits highlighted in this year’s campaign as we slowly come out of the pandemic where endurance, courage, mateship, humour and ingenuity were once again attributes we witnessed around us in our daily lives,” said OMA CEO, Charmaine Moldrich.

“Our members are proud to support *Light Up the Dawn* using the industry’s network of digital signs to encourage people to come together and reflect on a day of such significance to our nation. We salute RSL Australia for their efforts in producing *Light Up the Dawn* giving all Australians the chance to stand in

solidarity to commemorate ANZAC Day, in ways that are personally meaningful,” concluded Moldrich.

OMA members supporting *Light Up the Dawn* this year include AOSCo, BIG Outdoor, Bishopp, Civic Outdoor, goa Billboards, JCDecaux, Motio, oOh!media, Outdoor Systems, Paradise Outdoor Advertising, QMS Media, Shopper, Think Outdoor, Total Outdoor Media (TOM), and Val Morgan Outdoor (VMO).

For more information about *Light Up the Dawn* and to watch the stories of the ANZAC spirit visit [lightupthedawn.com.au](http://lightupthedawn.com.au)

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**FURTHER INFORMATION:**

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**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 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.