

## LIVE NATION and NEW SOUTH WALES HEALTH ANNOUNCE PARTNERSHIP



**MELBOURNE – TUESDAY AUGUST 5, 2014** - Live Nation Australia and New Zealand, a Live Nation Entertainment, Inc. (NYSE: LYV) company, is pleased to announce an official partnership with the NSW Sexually Transmitted Infections Programs Unit, NSW Health (NSW Health).

The new partnership provides NSW Health with a broad range of opportunities to engage with young people about sexual health, using music as a platform to make conversations about sexual health part of the norm.

The campaign from NSW Health, titled “Play Safe,” primarily targets young people aged 15 – 29 years to encourage responsible sexual behaviour and regular testing for Sexually Transmitted Infections (STIs).

NSW Health’s activation will span Live Nation’s concerts, online platforms, content and ticketing operations in Australia, with a focus on NSW-based audiences.

Dr Chris Bourne, head of the NSW Sexually Transmitted Infections Programs Unit, said: “Live Nation provides a fantastic opportunity to connect with young people, highlight the importance of sexual health and be part of their conversation about sex.”

“75% of STI notifications in NSW were reported in young people in the last year, so it’s a very big issue,” Dr Bourne said.

“We know from research with young people, that just being told to get tested for STIs and use condoms when having sex is not enough to improve sexual health. We need to do more.”

“Our partnership with Live Nation will enable us to promote the Play Safe messages directly to young people on this important area of their lives and health,” Dr Bourne said.

Michael Coppel, president and CEO of Live Nation Australia and New Zealand, said: “Live Nation wholeheartedly supports NSW Health in its endeavours to improve youth health outcomes. Through the power of Live Nation’s live music offering, NSW Health is able to connect with its key audience in a direct and engaging way. Live Nation is proud to join the movement and help spread the word about sexual health.”

Live Nation’s partnership with NSW Health is one of a limited number of exclusive brand partnerships Live Nation Australia and New Zealand will enter.

NSW Health joins Qantas, plus international partners American Express and Starwood Hotels and Resorts.

The partnership was brokered by Sydney-based entertainment partnerships agency, mixitup Australia, a Live Nation Australia and New Zealand joint-venture company.

Greg Segal, managing director of mixitup said: “Traditional media is failing to meaningfully connect with Millennials and Live Nation delivers a wide variety of music offerings and experiences that strongly resonate with the NSW Health target audience. Behavioural change is needed to ensure better health outcomes for our youth and it is a privilege to be working closely with NSW Health on this important challenge. Together we are literally harnessing the healing power of music!”

### About Live Nation Entertainment:

Live Nation Entertainment (NYSE: LYV) is the world’s leading live entertainment company comprised of global market leaders: Ticketmaster, Live Nation & House of Blues Concerts, LN Media and Artist Nation Management. For additional information, visit: [www.livenationentertainment.com](http://www.livenationentertainment.com)

**About mixitup:**

mixitup is Australia's leading brand entertainment agency, working across Australia, New Zealand and ASIA. Established in 2006, mixitup creates and exclusively represents cultural assets, connecting customer centric brands to game changing content and experiences. For additional information, visit [www.mixitup.com.au](http://www.mixitup.com.au).

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