



SEVEN WEST MEDIA

MEDIA RELEASE

SEVEN WEST MEDIA WA LAUNCHES THEIR RIO OLYMPIC COVERAGE

On Wednesday evening clients, media and friends were invited to the WA Institute of Sport for Seven West Media WA's Rio Olympics launch.

Guests enjoyed a Brazilian barbeque and drinks under the colourful veranda of the state of the art sporting facility before moving inside and onto the basketball court for the Rio Olympics presentation.

Seven Olympic commentator Basil Zempilas ran the show, kicking things off by talking with Tamsin Cook about her upcoming Olympic debut, followed by Blair Evans and Kim Mickle, both competing at the Olympics for their second time.

The star of the show was revered Olympics broadcaster Bruce McAvaney who made the trip west to give the lucky crowd a glimpse into the man behind the commentary. Zempilas played some major Olympic moments from over the years whilst a humble McAvaney watched each clip from the crowd before returning on stage to discuss.

Guests were introduced to the Seven West Media WA editorial team who will be working hard to bring West Australians comprehensive coverage of the Rio Olympic and Paralympic games.

Bruce McAvaney and Basil Zempilas will be part of the Seven Network's Olympic commentary team and Seven Perth's Chris Young, Amelia Broun, Blake Johnson and Mark Readings will report on the ground.

Matt Anderson and Sabrina Hemingway form Seven Perth's Olympic production team.

The West Australian will send reporters Steve Butler, Bridget Lacy, Dale Miller along with photographer Simon Santi.

In 2016, Seven West Media will provide the most comprehensive coverage in Olympic history. With more engagement, more content and more audience, the place to be seen is Channel Seven Perth and *The West Australian*.

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