

# MEDIA RELEASE



14 June 2007

## Media commended on clear cancer message

The Tasmanian media is the big winner in this year's Athol Meyer Award for Reporting on Cancer Control and Prevention.

Ten entrants submitted more than 20 entries in the print and broadcast mediums for The Cancer Council Tasmania sponsored award.

The 2007 winner is Danielle Blewett from the *Examiner* for her *War on smokes* series, which helped Launceston General Hospital make the seamless transition to a totally smoke-free campus earlier this year.

The Cancer Council Tasmania CEO Lawson Ride says that with Tasmania's population spread far and wide, getting cancer prevention messages out across the island is always a challenge.

"Without the ongoing support of our state's media we literally could not reach all Tasmanians to help minimise the impact of cancer on them," Mr Ride says.

"Our media coverage is the envy of our counterparts interstate. We are fortunate to have a great crop of intelligent media professionals who convey the sometimes complex health messages with great clarity," he says.

"The vitality of the Tasmanian media is shown by the strong competition for the Athol Meyer Award this year. We thank all those who entered and congratulate Danielle Blewett for winning the award."

**For comment please call Lawson Ride on 0418 129 757**

**ENDS**

**Media is invited to attend the Athol Meyer Award Presentation in the President's Suite at the Legislative Council in Hobart at 10am**

### **Background:**

The award honours the memory of distinguished Tasmanian journalist, unionist and parliamentarian, Athol Meyer, who died of cancer in 1998. The award is open to Tasmanian journalists and photographers from print and broadcast media.