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SPORTINGPULSE PARTNERS WITH THE AUSTRALIAN DRUG FOUNDATION

Australia's largest community sporting network, SportingPulse today announced it had signed a three-year content and advertising partnership with The Australian Drug Foundation (ADF).

The partnership sees SportingPulse hosting content on its gameday.com.au news and advice site promoting the ADF's *Good Sports* program that was launched to educate sports clubs to manage alcohol responsibly and reduce alcohol related problems such as binge and underage drinking.

Content consists of advice such as:

- How alcohol affects sporting performance
- How to stay safe during end-of-season celebrations

In addition, SportingPulse will also host advertisements across its network of 30,000 strong clubs and associations directing amateur sporting athletes across Australia to visit goodsports.com.au.

Good Sports is an initiative between The Department of Health and Ageing and the Australian Drug Foundation.

Head of sales & marketing for SportingPulse, Chris Oliver, said that he was delighted to partner with the Australian Drug Foundation.

"We are really pleased to be partnering with The Australian Drug Foundation to help promote safe sporting environments.

"It is testament to our commitment to providing greater and varied resources to community sports clubs. Our organisations have established a three-year platform to continually educate clubs about the pitfalls of excessive alcohol use and other drugs in the community sport environment, creating safe sporting environments nationwide."

Chief executive officer of The Australian Drug Foundation, John Rogerson said he was excited to be partnering with SportingPulse to help promote the messages of goodsports.com.au.

"Sports clubs are the hub of most Australian communities and provide great opportunities to change the way people think about drinking. A partnership with SportingPulse means sporting clubs have easier access to *Good Sports* program information and tools that prevent alcohol-related harms; that's a win for the club and their community."

This partnership follows a similar initiative that saw SportingPulse and 'Play By The Rules' join forces to promote safe, inclusive and fair behaviour and participation in local sporting competitions.

The SportingPulse network hosts club and association websites for over 1.5 million local sporting participants. In 2009, News Digital Media invested a stake into the company and became responsible for display advertising across the network.

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About SportingPulse

SportingPulse is the online home of Australia's grassroots sport. It is one of the most popular sports websites in the country, attracting more than 1.4 million monthly unique browsers during the peak winter sporting season.

SportingPulse also provides more than 30 sports with the IT tools to manage their organisations and competitions, publish websites, communicate with participants and raise revenue. The network has business relationships with many of Australia's national sport governing bodies including the Australian Football League, Australian Rugby League, Basketball Australia, Touch Football Australia, Hockey Australia, Bowls Australia and Football NSW. In February 2009, News Digital Media purchased a significant minority share of the company. SportingPulse operates separately, with News Digital Media representatives on the SportingPulse board.

Australian Drug Foundation

Celebrating 50 years of service to the community, the Australian Drug Foundation is Australia's leading body committed to preventing alcohol and other drug problems in communities around the nation.

The Foundation reaches more than 600,000 Australians through community sporting clubs and also works with a wide range of Australians in governments, workplaces, health care settings and schools, offering educational information and campaigning for healthy and strong communities.

Good Sports

Good Sports is a nationwide program of the Australian Drug Foundation that helps sporting clubs become safer, healthier and more family friendly through the responsible management of alcohol. With more than 3,000 clubs participating nationwide, the *Good Sports* program is free to join and easy to sign up to. Visit

www.goodsports.com.au.