

25 June 2009

MCA announces Inlink as major partner

Sydney, Australia: Australia's leading office tower media company Inlink has joined the supporter base of the Museum of Contemporary Art (MCA) by signing up for a two year agreement as Major Partner.

Inlink has committed a media sponsorship valued at \$500,000 per year which will allow the MCA to promote its exhibition and events programs to an audience of over 600,000 business professionals every week through its national Office Tower Media network.

Under the two-year agreement commencing this month, the MCA can reach Inlink's professional business audience through real time news programming and advertising on 1,000 digital display screens positioned in elevators and lobby areas of more than 200 office towers throughout Australian capital cities.

The MCA will initiate the relationship with a moving image promotion of its upcoming exhibition *Rising Tide: Film & Video Works from the MCA Collection*, which runs from 26 June until 23 August 2009 and features Australian contemporary artists working with film, video and digital mediums.

MCA Head of Marketing & Sponsorship David Wynne said: "This is an exciting new partnership for the MCA that will help us reach a national audience through moving image campaigns based around our exhibitions and events."

"With 25% of MCA visitors travelling from interstate, this partnership opens up a more regular dialogue with interstate visitors. We are hoping this will encourage increased visitations from the domestic tourist market," said Mr Wynne.

Inlink Managing Director Oliver Roydhouse said: "The Inlink network, whilst national, has a strong presence in premium office towers throughout Sydney, which will enable the MCA to reach local audiences with tactical campaigns."

"With the nature of the Inlink medium allowing a quick turnaround on content updates, the MCA will be able to promote exhibitions and events at short notice to Sydney audiences," said Mr Roydhouse.

Content for Inlink's digital screens will be developed by the MCA in-house design team using FLASH technology and will take advantage of the MCA's extensive image library, which includes some of the most exciting contemporary artworks by Australian and international artists.

"We're hoping to inspire Inlink's audience of business professionals by bringing some of the MCA's extensive contemporary art imagery to the Inlink digital screens," said Mr Wynne.

As Major Partner, Inlink will sponsor one MCA exhibition each year over the next two years, commencing with *Rising Tide* this winter.

Ends

About the MCA:

The MCA is the only institution in Australia devoted to collecting and exhibiting contemporary art, from this nation and around the world. It is renowned for making art accessible and engaging for a broad spectrum of public audiences through stimulating exhibitions, educational programs and special events. The MCA has consistently been voted Sydney's favourite museum and attracts over half a million visitors each year, 65% of which are under the age of 35 years old. www.mca.com.au



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About Inlink:

Inlink is a national media company that operates state-of-the art digital display technology to deliver dynamic information, news and advertising content. Inlink delivers real time news programming and high impact advertising to over 600,000 unique business professionals every week. The strategic placement of 1000 digital displays in the elevators and lobby areas of over 200 office towers across Australia allows advertisers to capture the attention of their audience in a distraction-free viewing environment every business day - delivering exceptional and consistent results for advertisers using the Inlink network.
www.inlink.com.au