

## MEDIA RELEASE

LIVEWIRE PRODUCTIONS APPOINTED EXCLUSIVELY TO FILM VNR FOR  
RELEASE OF BRAND NEW FOUREX 'SUMMER BRIGHT' BEER

*Livewire Productions* was chosen by Fourex's Public Relations company Res Publica to shoot a VNR of the new brew.

The VNR was shot at the famous Fourex brewery in Milton and featured the low carbohydrate, lower alcohol 'Summer Bright' beer being bottled and packaged on the assembly line.

Briefed to capture the lifestyle of a young, male demographic and Queensland's 'summer', the *Livewire Productions* team comprehensively covered the Lion Nathan product to ensure its reach and appeal to the target audience.

The 7 minute video news release was distributed to local media and successfully covered on local Brisbane television.

*Livewire Productions is an innovative media house servicing clients from around the world. With access to Australia's best camera operators, sound recordists, editors, graphic designers, presenters and producers, Livewire specialises in corporate, promotional and OH&S DVD's, television documentaries, video news releases and rich media. Our in-house facilities are second to none with high end digital production equipment and collective industry experience spanning more than fifty years.*

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