

## MEDIA RELEASE

3 December 2008

### Cancer Council Queensland chooses Livewire to produce its End-of-Year E-Card

Livewire Productions was recently engaged by Cancer Council Queensland to produce its end of year E-Card distributed to over 30,000 supporters. The 2 minute long video showcases the philanthropic and research work of Cancer Council Queensland and the numerous achievements it has had over the past twelve months.

For Livewire this type of work is extremely rewarding. Cancer Council provided Livewire with its branding elements and still photography and our designer combined these with motion graphics to create an emotive piece that reflects the core values of the client.

*"The production was fresh, dynamic, and appealing, helping to strengthen our connection to the community. We received an overwhelming and immediate response to the Livewire piece, which now stands as one of our most successful communication campaigns."*

**Anne Savage – Executive Manager Communications and Advocacy  
Cancer Council Queensland**

Livewire productions is an innovative media house, no job is too big or small. With industry experience second to none, our creative team works to ensure that client needs are of the utmost importance. With the recent introduction of High-Definition Blu Ray Disc production, Livewire is ahead of the rest delivering the highest quality product to our clients.

ENDS

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