



AUSTRALIAN VIDEO RENTAL RETAILERS ASSOCIATION

MEDIA RELEASE

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QLD video pioneer in running for national award

The search is on for Australia's longest serving video store owners and workers.

Nominations are flowing in for the Long Service Awards of the Australian Video Rental Retailers Association (AVRRA), launched to celebrate the Australian people behind video rental and home entertainment since home videos hit the market in the late 1970s.

Queensland's Tina Gianotti started working at The Plains Video Booval in 1982 at just 14 years of age. An impressive 26 years later Tina still works there. She co-owns the store, now Network Video Booval, which remains in the same street.

Can other Queenslanders beat this person for longevity and service?

The Australia-wide search will culminate in a national award winner and five individuals AVRRA judges to be the industry's longest-serving and most-deserving in five regions – Queensland, Western Australia, South Australia-Northern Territory, New South Wales-ACT, and Victoria-Tasmania.

Entries and nominations close on 30 September 2008.

To enter or nominate an individual, go to www.avrra.com.au, click on the "Long Service Awards" link and fill out the form.

Media: interview opportunities available with nominees and AVRRA via Debra Maynard of Hootville Communications on 0407 299 007.

About AVRRA

AVRRA is the industry body for Australia's video and DVD rental industry. It represents more than 50 per cent of all video libraries in Australia. Visit: www.avrra.com.au