



## **MEDIA RELEASE**

**1 July 2008**

### **National search for DVD rental industry's longest serving**

The Australian Video Rental Retailers Association (AVRRA) launches its "Long Service Awards" campaign in partnership with Screen Print today to find the country's longest-serving video store owners and/or workers.

The purpose of the campaign is to find those individuals who have served the video/DVD rental industry for the most number of years to celebrate the contribution people have made to the video/DVD rental industry in bringing entertainment to Australian communities.

"For decades, video/DVD stores have played a diverse and vital role in bringing entertainment to Australian homes around the country – and we want to celebrate that effort," says Ross Walden, AVRRA's Executive Director.

"We invite store owners, workers and customers to tell us who they believe has served the industry the longest in their state or territory; we particularly want to hear stories about long-serving individuals or stores who stand out for their contribution and approach," says Walden.

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

*Each award-winner will receive a complimentary 2008-2009 AVRRA membership.*

Entries and nominations open 1 July and close on 30 September 2008.

To enter or nominate an individual, go to [www.avrra.com.au](http://www.avrra.com.au), click on the "Long Service Awards" link and fill out the form.

**Media:** interview opportunities available with AVRRA and other industry representatives 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](http://www.avrra.com.au)