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## **PRIME7 CELEBRATES GOLDEN ERA OF TELEVISION IN NEW ENGLAND AND NORTH WEST**

**PRIME7 Tamworth will celebrate its 50th birthday on Friday 10<sup>th</sup> April 2015.**

The anniversary is a major milestone in Australian television history and will mark the exact day when television arrived in the New England and North West region of New South Wales 50 years earlier. It was also a significant event for renowned local businessman **Ernest Higginbotham**, who formulated the idea to build and operate a television station from Tamworth.

Since the first program beamed out to viewers in 1965, the station has been the leading television network in the region, providing viewers and the local community with a dedicated source of entertainment, news and information.

Originally known as the New England Network (NEN Channel 9), the first transmission began on 10<sup>th</sup> April 1965 at 6.00pm. Transmitting from Mt.Dowe, NEN televised a total of 28 hours of television programming per week. The first program was a 20-minute documentary on the building of the station, which is still situated at the same address today. The station's commitment to local news was also a priority from the commencement of transmission with a 30-minute local, national and international bulletin presented by **Peter Henrahan**.

To celebrate the golden era of local television in the region, PRIME7 will hold a gala function in Tamworth on Thursday 7<sup>th</sup> May from 6.00pm, to be attended by Prime Media Group Chairman **John Hartigan** and Chief Executive Officer **Ian Audsley**, local dignitaries, business and community leaders and staff. The event will also be attended by a number of former News Presenters and personalities.

Looking forward to the celebrations, PRIME7 Station Manager **Barry McDonald** said "I am very proud and honoured to be a part of PRIME7, especially during this 50<sup>th</sup> Anniversary year. While I have only been with the station for a fraction of those 50 years, in that short time I have come to admire the achievements of our staff and the tremendous contribution we make in supporting the local community across the North West

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and New England. The passion, the ingenuity and pride they have for the television industry is as much a part of the station, as is the bricks and mortar. 2015 is an exciting year for PRIME7 and we look forward to many more”, Barry added.

For more information, media interviews and photo opportunities please contact: -

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