



## News Release: Calisthenics Victoria Marketing Project

Calisthenics Victoria is thrilled to announce a major marketing project for our sport.

As we navigate the situation around COVID-19, we have been exploring new opportunities to build awareness of our sport, in line with our Strategic Vision for more Australians to know and love calisthenics.

In late April our Board was presented with a once-in-a-lifetime opportunity – and they made the bold decision to seize the opportunity as an investment in our future.

We are working with media company, Crocmedia, to create a two-episode calisthenics TV program. The program is aimed at reaching new audiences and inspiring our current community as we all wait patiently and eagerly for restrictions to lift to enable us to resume classes.

The program will showcase solo performances from a selection of Intermediate and Senior Calisthenic Soloists, provide insight into teamwork as the core of our sport, and highlight the stories of some of the people in our sport from a variety of backgrounds.

Due to the current restrictions around the COVID-19 crisis, and the quick timeframe of this project, we were unfortunately unable to go through our usual process of an open audition. As such, we developed a rigorous set of criteria which identified 30 high performing soloists, with 15 of these performers selected by the Crocmedia production team, who were supported by a selection panel, to be part of the show.

Some members from across our community who have been involved with our Marketing projects in the past have also been contacted to be featured on the show to share their stories and help build a strong, positive picture of our sport in the hearts and minds of Australians.

We look forward to bringing this exciting project to life with Crocmedia and sharing our wonderful sport with new audiences.

Tune in to Channel 7TWO at 1pm on Sunday 21<sup>st</sup> and 28<sup>th</sup> June.

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