MEDIA RELEASE

Friday, 21 September 2012

NSW GOVERNMENT BACKS THE DEADLYS

Minister for Aboriginal Affairs Victor Dominello has congratulated all the nominees for the 2012 Deadly Awards.

The Deadlys recognise Aboriginal and Torres Strait Islander excellence in music, sport, entertainment and community involvement.

“I will be attending the awards and look forward to joining in the recognition of so many talented and high achieving winners and nominees,” Mr Dominello said.

“The awards are a celebration of cultural pride that helps generate a sense of identity and self-esteem among young Aboriginal and Torres Strait Islander people.

“Each winner and nominee becomes a positive and real role model to those young people.”

The Deadlys are an initiative of Vibe Australia, an Aboriginal media, communications and events management agency that promotes the importance of Aboriginal and Torres Strait Islander culture, entertainment and achievements.

“These awards provide a forum for Aboriginal and Torres Strait Islander people and the wider NSW population to gather and celebrate cultural pride and achievement,” Mr Dominello said.

The Deadlys will be held at the Sydney Opera House on Tuesday, 25 September and broadcast on SBS and Imparja Television and the National Indigenous Television (NITV) network on subscription TV.

It can also be heard through the National Indigenous Radio Service and Community Radio Network.

“I encourage everyone to get into the spirit of the Deadlys and take pride in the achievements of all Aboriginal and Torres Strait Islander people,” Mr Dominello said.

The NSW Government has made a $10,000 sponsorship contribution to support the Deadlys.

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