



Media Release: December 11, 2008.

## **FOXTEL BECOMES PRINCIPAL SPONSOR OF SYDNEY DANCE COMPANY**

Sydney Dance Company today announced FOXTEL as its new principal sponsor.

The three-year commitment includes the production of televised performance specials and the incorporation of Sydney Dance Company into some of FOXTEL's top rating local series, such as *Australia's Next Top Model* and *Project Runway*.

The sponsorship announcement was made today as Sydney Dance Company's new Artistic Director Rafael Bonachela launched the program for the 2009 season.

FOXTEL Executive Director of Television and Marketing Brian Walsh said: "FOXTEL is committed to supporting the Arts and, like FOXTEL, Sydney Dance Company takes pride in its reputation as an energetic and innovative entertainment force so we are very pleased to become the principal sponsor.

"We look forward to working with Sydney Dance Company to further heighten awareness of its programs amongst our wide viewer base, and to thereby help it continue to build audiences nationally.

"FOXTEL's sponsorship includes the production of televised performance specials (the first of these will premiere on the Bio. channel in 2009) and we are also looking to include Sydney Dance Company in other programming where we see opportunities for the Company's high artistic standards, physical discipline and sense of fun to create and enhance great television viewing."

Sydney Dance Company Chair Julian Knights welcomed FOXTEL as the new principal sponsor. He said: "This new relationship will give Sydney Dance Company the opportunity to reach new audiences. As the company enters a new era with Artistic Director Rafael Bonachela, this is a creative media partnership which will enhance both organisations."

More details of FOXTEL's sponsorship of Sydney Dance Company will be announced in 2009.

ENDS

For further information:

Libby Greig  
Sydney Dance Company Publicity  
0418 194 554  
[libbyg@sydneydancecompany.com](mailto:libbyg@sydneydancecompany.com)

Elizabeth Hunter  
FOXTEL Publicity  
(02) 9813 7394  
[elizabeth.hunter@foxtel.com.au](mailto:elizabeth.hunter@foxtel.com.au)

FOXTEL is Australia's leading subscription television provider and is connected to more than 1.5 million homes on cable and satellite through retail and wholesale distribution. FOXTEL strives to ensure subscribers find TV they want to watch every time they switch on through delivery of more than 100 channels covering news, sport, general entertainment, movies, documentaries, music and children's programming. FOXTEL is owned by Telstra Corporation Ltd (50%), The News Corporation Ltd (25%), and Consolidated Media Holdings Limited (25%). Further information: [www.foxtel.com.au](http://www.foxtel.com.au)