

**MEDIA RELEASE**  
**11 FEBRUARY, 2011**

## **THE SUNDAY TIMES AND PERTHNOW JOIN FOOTBALL WEST AS OFFICIAL MEDIA PARTNER**

Football West is thrilled to announce that The Sunday Times and PerthNow ([www.perthnow.com.au](http://www.perthnow.com.au)) have joined the sport's peak body in WA as its Official Media Partner.

The partnership is a first for both Football West and The Sunday Times with the local game to benefit from regular features and news stories, significant advertising and promotional opportunities with WA's flagship paper and WA's number one news and entertainment website.

Content will include exclusive Football West news, All Flags State Premier League match reports, photos, columns from WA football identities and much more.

Football West Commercial & Marketing Manager Ben Fitzpatrick says the partnership is a huge boost to the local game.

"This is a very exciting time for the game in WA and the scope of this partnership sends a strong message that football is on the way up," he said.

"We have a fantastic opportunity to really boost the profile of the entire sport through the weekend's number one newspaper and digitally through PerthNow.

"We have been collaborating with The Sunday Times for over six months and I would like to thank them for their hard work and enthusiasm in putting this partnership together."

Managing Editor of PerthNow, Allen Newton, said the partnership was ideal in that it offered great opportunities for both the website and newspaper and for Football West.

"We get the opportunity to provide fantastic coverage of a booming sport and Football West gets the benefit of increased exposure.

"That's good for everybody," Mr Newton said.

To celebrate the announcement of this new partnership, The Sunday Times is offering the entire Football Family the opportunity to have The Sunday Times home delivered for only \$1.80 per issue and you will also receive a bonus 6 month subscription to News Magazines.

For more information about this fantastic deal, and terms and conditions relating to this offer, please click [here](#).

Look out for the first Football West page in this weekend's The Sunday Times and for more football news visit [perthnow.com.au](http://perthnow.com.au)

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