

Media release

Friday April 23, 2010

THE HON. JUSTIN MADDEN AND REDTXT DELIVER CHAMPIONSHIP MOVES TO YOUNG FOOTBALLERS

Former AFL players Russell Morris, Damian Monkhurst and Andy Goodwin today join the Hon. Justin Madden at Woori Yallock, launching *Championship Moves*, a Victorian Government initiative designed to reduce alcohol fuelled violence.

Championship Moves messages are sent to young Victorian footballers across the State, thanks to a cutting-edge SMS technology developed by Australian company RedTtxt.

RedTtxt offers local football leagues unprecedented access to their local footy scores and ladders via SMS for the very first time, absolutely free. Each scores and ladder SMS carries an advertisement approved by the league, offering advertisers a unique and effective way to reach a captive audience.

Former St. Kilda and Hawthorn AFL Premiership player Russell Morris, part of the team behind RedTtxt, is excited about the partnership and looks forward to providing the Victorian Government and other sponsors access to country and metro football players.

"RedTtxt has proved very popular with country and metro footy players alike, as it offers country leagues and clubs relevant and interesting footy info – fast. Players and club officials want to receive this information, and look forward to getting the text with all the updated league scores and ladders at the end of the day," he said.

The Victorian Government recognise the benefits of using RedTtxt and *Championship Moves* has signed on as a 2010 sponsor. The Hon. Justin Madden is impressed with the technology and believes it offers a great opportunity to connect with *Championship Moves*' target market, young adult males.

"RedTtxt is a great tool for us to communicate to young people. From the start of this year's grass roots footy season, thousands of young people across Victoria using RedTtxt will receive our sponsor message along with their respective league's footy ladder."

- What:** Launch of the Championship Moves initiative
- Who:** The Hon. Justin Madden, former AFL Players Russell Morris, Damian Monkhurst and Andy Goodwin; local footballers
- When:** 2:45pm, Friday April 23
- Where:** Woori Yallock FC, Healesville-Koo Wee Rup Rd, Woori Yallock
Melways: 286 f12

**FOR MORE INFORMATION, PLEASE CONTACT:
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