



## Media Release

24 July 2012

### **From New Zealand to London with (Facebook) love – big screen support for our Olympic athletes**

Fans in New Zealand can post messages of support for Olympic athletes on a big screen at Kiwi House in London, thanks to a Facebook application developed by ANZ.

The application, which can be accessed via ANZ's Facebook page, went live this morning and will be streaming messages to the big screen at Kiwi House throughout the duration of the games.

Fans with a Facebook account can personalise their message with their profile picture.

New Zealand Olympic Committee Communications Manager Ashley Abbott said Kiwi House had been designed to be the hub of activity for New Zealand supporters. In the heart of London's Kings Cross, the venue will showcase the very best of Kiwi cuisine, music and sporting talent.

"It's brilliant that New Zealanders back home can also get involved by posting their messages of support on the big screen over here on the other side of the world," Ms Abbott says.

"It's a way of bringing all New Zealanders together in behind our athletes."

Athletes, who are expected to visit Kiwi House throughout the Games, will see the messages on the big screen.

In addition, a special mobile website means that athletes can access the messages from their phones and tablets for last minute encouragement before events. The public can also view the mobile site at <http://www.anz.co.nz/goNZ>

Rower Eric Murray, who is competing in the Coxless Pair event, is delighted with the support that he has seen coming through.

"It really makes a difference knowing that the country is behind us and these messages of support from back home are fantastic"

The public can send their messages of support right up until the end of the last event on 12 August.

The Facebook application supports ANZ's sponsorship of the New Zealand Olympic Team.

### **ENDS**

Please note: for people in Auckland this weekend, ANZ will be broadcasting the Opening Ceremony of the Olympic Games on big screens at the Cloud, Queens Wharf, from 7:30am on Saturday 28 July.

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