



PACIFIC MAGAZINES LAUNCHES AUSTRALIA :THE STORY OF US COLLECTABLE SERIES

To coincide with the premiere of *Australia: The Story of Us* on the Seven Network this Sunday, February 15 at 8:30pm, Pacific Magazines has launched a stunning, four-part collectable series.

Each beautifully produced edition includes the stories featured in the TV series, plus added content from that period. The 132 page collectors' issues are a historical recollection of photos, documents, stories and events that shaped our nation.

Fiona Legdin, Publisher, said, "Each edition touches on some of Australia's most influential people and events, including notorious bushranger Ned Kelly, Aussie sniper Billy Sing who survived Gallipoli, and our two Olympics, in Melbourne, in 1956 and Sydney in 2000.

"Families will want to collect these bound companions to Seven's epic new series that will entertain and inspire."

Pacific Magazines Retail Sales and Group Marketing Director, Mychelle Vanderburg, said this is the first time Pacific and Seven have worked together on an integrated collectable series. This exciting project is supported by a multi-media launch campaign and has secured incredible support from the retail industry.

The first edition of *Australia: The Story of Us* will be available in supermarkets and newsagents from Monday at the special price of \$7.99. Following issues will be released each fortnight with the final issue on sale on March 30.

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