

## Campaign: Blue Ribbon and TorchMedia Team Up

The Victoria Police Blue Ribbon Foundation has partnered with TorchMedia to raise awareness and help perpetuate the memory of police officers killed in the line of duty.

The Victoria Police Blue Ribbon Foundation has provided a long standing support network for the families of fallen police officers, and heightens public awareness of the dangers our police force face on a daily basis.

TorchMedia's campaign will take pride of place across Melbourne's rail network throughout September. Kirsty Dollisson, TorchMedia's general manager, is seeing consistent growth in the use of transit advertising across an array of industries.

"Marketing towards commuters is a method undergoing a steady rise in popularity," she explained. "Transit advertising allows companies to access a captive audience, and engage them with interesting content. Working with a charity like Blue Ribbon is something we are incredibly proud of, and I'm excited about executing this emotive campaign for them."

TorchMedia is a specialist out-of-home media company with a focus on shopper and commuter facing solutions.

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