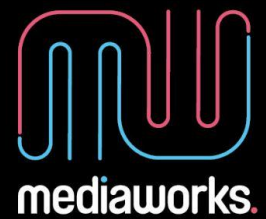


# MEDIAWORKS MEDIA RELEASE

28 OCTOBER 2021  
FOR IMMEDIATE RELEASE



## MEDIAWORKS GETS BEHIND HOSPITALITY NZ'S KOHA CARD

MediaWorks is throwing its support behind Hospitality New Zealand's new KOHA Card.

The digital gift card which has been launched today can be purchased online, sent to any mobile number and stored digitally in a smartphone wallet. The recipient can then redeem it at any participating hospitality venue throughout Aotearoa on food, drink, accommodation or an activity.

MediaWorks and Coca-Cola Europacific Partners are supporting Hospitality New Zealand's launch of the KOHA Card, with MediaWorks promoting it via both its radio and out-of-home channels.

MediaWorks Commercial Director Liz Fraser says MediaWorks is excited to give away \$15,000 worth of KOHA Card digital vouchers to lucky listeners throughout November, with 300 \$50 cards up for grabs across many of its radio brands including Mai, The Edge, More FM, The Rock and George.

"Hospitality is an industry which has always supported MediaWorks and we know the sector's been doing it tough throughout COVID-19. We're pleased to get in behind the innovative contactless KOHA Card and support local businesses right across the country."

Hospitality NZ CEO Julie White says, "The KOHA Card is about supporting local, as well as people's wellbeing.

"Right now, a lot of people whose movements are restricted are buying online from overseas, but this card is a way of Kiwis supporting Kiwis by sending an experience as a gift.

"Hospitality is all about people and we would like to think this goes a little way to helping people reconnect or stay in touch more often."

The KOHA Card can be purchased online at Hospitality New Zealand's website [KOHACard.co.nz](https://KOHACard.co.nz) or at [giftstation.co.nz](https://giftstation.co.nz).

**-ENDS-**

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*MediaWorks is New Zealand's leading radio and outdoor media company with over 2.5 million weekly listeners and over 5,000 outdoor touch points nationwide. The company owns and operates radio brands The Edge, The Rock, More FM, The Breeze, The Sound, Mai FM, George FM, Magic, Magic Talk and rova. MediaWorks brands and people are household names with local, highly engaged audiences. [www.mediaworks.co.nz](https://www.mediaworks.co.nz)*

