

## Latest Media Release

18th October

### Youth Website Grabs Second Major Award



At the awards night

Last night, **17<sup>th</sup> October** Melbourne, youth website [www.tuneinnotout.com](http://www.tuneinnotout.com) was awarded Australia's best **information website of the year award** at the **Australian and New Zealand Internet Award (ANZIA)** gala dinner. This award is the second major award for the website this year.

[www.tuneinnotout.com](http://www.tuneinnotout.com), a project of the Australian Lions Drug Awareness Foundation (ALDAF), is a youth based website providing 24hr TV for life's challenges for young people on issues from **depression, body image, bullying, alcohol and sexual health**.

The funky looking site features 100's of videos across 85 topic areas supported by factsheets, real stories and blogs.

"We syndicate content from young people and leading youth agencies across Australia into one central place, so not only do young people gain information in a range of formats but also signposts to all these great services" commented Lynsey Goulding, Senior Project Consultant.

"To top this success, in our recent annual website survey 92.2% of young people told us they would recommend Tune In Not Out to a friend, to receive that recognition from our target audience is the biggest achievement of all." said Lynsey

Earlier this year Tune In Not Out achieved recognition on the international field becoming Official Honoree's in the leading **Webby Awards**. "To now receive this award on our home ground is a major achievement." commented Lynsey "We were successful in the Youth

Category in the Webby's and now the information category here, and that is what we are all about – getting information out to young people across Australia!”

ANZIA is a collaboration between auDA and InternetNZ. The awards are an annual event celebrating the achievements of organisations, businesses and individuals that have made significant contributions to the development and use of the Internet in Australia and New Zealand.

This award recognises Tune In Not Out's excellence as an information website and was selected by a criteria including – the main benefits of the project, how it delivered an effective solution to the issue it was developed to address and how it could assist with the development of the Internet in an international context

The website is an initiative of the Australian Lions Drug Awareness Foundation and the Drug Education Network and was designed and developed, by Handbuilt Creative a Tasmanian-based creative agency.

ALDAF director David Daniels said “This is a huge achievement for a small funded project achieving terrific things for youth across Australia.

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