



**MEDIA RELEASE**

**7 DECEMBER 2018**

**EASTERN FOOTBALL LEAGUE ANNOUNCES BROADCAST PARTNERSHIP WITH 1377 SEN+**

The Eastern Football League, the biggest and number-one ranked local football competition in Victoria, has today announced a two-year broadcast partnership with 1377 SEN+.

For the 2019 and 2020 seasons, 1377 SEN+ will broadcast *EFL Game-Day* live on Saturday as well as *EFL Sunday* from 10am-12pm, reviewing all of the previous day's action.

"We're delighted to partner with the EFL, championing local footy in Victoria, and elevating SEN's strong position as a leader in broadcasting live sport across both 1116 SEN and 1377 SEN+," Crocmedia Chief Commercial Officer and 1116 SEN General Manager Sam Bingley said.

As part of the extended partnership, EFL and SEN programs and events will also be promoted across each partner's media platforms.

"We're thrilled to extend our partnership with SEN to include broadcasting of games and feature shows," EFL Chief Executive Officer Troy Swainston said.

"The standard and interest in local footy have never been higher and we look forward to bringing our competition to an expanded audience listening through the radio on 1377 SEN+ and via the SEN app."

EFL Media Manager Daniel Cencic said the two-year partnership would give unrivalled opportunities in community football to budding media professionals.

"EFL Media is an exceptional, proven breeding ground for talent, with alumni including the late Clinton Grybas, the Herald Sun's Lauren Wood, and Fox Footy's Ben Waterworth," Cencic said.

"We look forward to this unprecedented community footy coverage giving current and future EFL Media team members the opportunity to showcase their talents to a widespread audience, in what is a new era for EFL Media."

With local footy at the very heart of communities all around Victoria, both the EFL and SEN are proud to bring local footy to life on 1377 SEN+.

1377 SEN+ launched in August 2018 is 1116 SEN's digital broadcast station.

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For further media information contact:

Chloe Jeffers  
Thread Communications  
M: 0401 914 522