

MEDIA RELEASE



Monday, 12 December 2016
SYDNEY, AUSTRALIA

ALLUREMEDIA.COM.AU
@ALLUREMEDIA



KIN COMMUNITY AUSTRALIA

KIN COMMUNITY AUSTRALIA APPOINTS LIZ FERGUSON AS MANAGING DIRECTOR AND SARAH CHEGWIDDEN AS INTEGRATED MARKETING MANAGER

Kin Community Australia (kincommunity.com.au) has today announced two key hires, as momentum builds for the premier home-focused content brand and creator community heading into 2017.

Highly-experienced digital media executive and video content-led community builder **Liz Ferguson** has been appointed Managing Director of Kin Community Australia; and influencer marketing specialist **Sarah Chegwidden** has been appointed Integrated Marketing Manager.

Kin Community Australia launched in September 2016 as a partnership between Kin Community and digital publisher Allure Media. Kin Community uses short-form video, delivered predominantly via social media channels such as YouTube, to inspire and inform young women with content spanning food, home and DIY categories. The Kin Australia team aims to work with the leading brands and creators across the country to create original content targeted at millennial women on their journey to define home.

Liz has worked in senior roles within the YouTube ecosystem for almost a decade, including establishing the Asia-Pacific operations for YouTube MCN Base79 in 2012.

Most recently as General Manager, Australia & New Zealand for independent media and social video broadcaster Brave Bison, Liz was responsible for new content partnerships and commercial opportunities across the Asia-Pacific, as well as heading up audience development for the group.

Sarah is a leading expert within Australia's influencer marketing industry and was most recently General Manager of The Remarkables Group, an influencer strategy agency.

"We're thrilled to have Liz and Sarah joining Kin Community Australia," Kin Community Head of International Rick Matthews said.

"Liz brings a depth of expertise running a multi-platform video network and has successfully developed digital communities around great entertainment content by harnessing the power of social video influencers and shareable content.

"Sarah is incredibly passionate about brands collaborating with influencers and will be a pivotal force in growing Kin Community Australia, enabling brands to inspire young Australian women through extraordinary content and the creator community."

Allure Media CEO Jason Scott said: "Liz and Sarah are great hires. They are highly experienced in helping brands to engage with new, larger and engaged online communities. Both have strong relationships with brands and proven track records for delivering commercial solutions using digital influencer collaboration. Together they make a formidable team and will build on the momentum Kin Community Australia is achieving as it heads into 2017."

Liz and Sarah start in their roles in January 2017.

MEDIA RELEASE



Ends

Media Contact:

Brad Hatch, +61 2 9282 2168, bhatch@fairfaxmedia.com.au

About Allure Media

One of the fastest-growing digital publishers in Australia, Allure Media reaches around 8m unique browsers in Australia every month. We are about premium, fast-paced, digestible content produced by high-profile local editors. We partner with some of the world's largest and most innovative publishing partners to bring world leading brands to Australia: POPSUGAR, ShopStyle, Business Insider, Gizmodo, LifeHacker, Kotaku, Who What Wear, Byrdie, MyDomaine and Kin Community. Learn more at www.alluremedia.com.au

About Kin Community

Kin is a digital media and entertainment company that inspires millennial women around the world through video content and community. Kin Studios produces world-class original and branded video content in lifestyle categories that include food, home and DIY. Kin Community is a network of more than 150 of the world's best lifestyle content creators across social platforms. Learn more at kincommunity.com