



Sound Alliance founders recognised as Creative Catalysts

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Sydney 22 May 2009 The three founders of the Sound Alliance, Neil Ackland, Andre Lackmann and Libby Clark, have been named as Creative Catalysts for 2009.

The Creative Catalysts list, an initiative of the Creative Sydney event series (creativesydney.com.au), identified 100 inspirational and innovative Sydneysiders from a list of over 700 people nominated by peers and contemporaries across the industries.

Catalysts are people who have made a difference through their own work, inspire and support other creatives, and who have elevated practice in their fields through their own success.

The Sound Alliance founders were recognised for building communities and bringing like-minded people together both online and offline.

Commenting on the Creative Catalysts list, Sound Alliance co-founder and Managing Director, Neil Ackland, said: Its great to see creativity and diversity being recognised in this way. Libby, Andre and I are pretty chuffed to keep company with the creative people named on this list and we hope it inspires others to push the boundaries and be inventive, especially in online media.

Founded in 2000, the Sound Alliance is now the largest independent online entertainment publisher in Australia. It operates web communities inthemix.com.au, fasterlouder.com.au, SameSame.com.au, and messandnoise.com; creative communications agency Thought By Them; and an online ticketing solution, Qjump.

Ends

About Sound Alliance

Sound Alliance is the largest independent online entertainment publisher in Australia. The company has nine years experience in pioneering social media, with a large, targeted and loyal audience.

Sound Alliance is the publisher of websites inthemix.com.au, FasterLouder.com.au, SameSame.com.au, Qjump.com.au and MessandNoise.com.

Sound Alliances Network of websites attract 460,000+ domestic unique browsers per month offering un-paralleled reach and scale to 18-30 year old Australians with little crossover with other publishers. Each website is a niche community dedicated to a different music or lifestyle category.

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