

3rdspace launches ballsy execution for Sportsbet

When you grow up in a town like Goulburn you have big dreams, and 3rdspace founder Rob Logan had just that.

What he didn't know was he'd be returning to his home town with a tin of blue paint to make over its most famous landmark.

Sportsbet wanted a big and ballsy stunt to promote its support for Blue September, an initiative that highlights men's cancer and the importance of regular checks for testicular cancer.

And that's exactly what 3rdspace gave them.

As part of the campaign Sportsbet will also be making a \$20 000 donation to Blue September.

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