

Media Release

New Medals for the 2018 Alice Springs Masters Games

7th August 2018

- 2018 represents the 17th running of the Alice Springs Masters Games and new decade for the event
- To celebrate a new design for the medals has been commissioned
- Sam Bondareff from Mojo Collective Pty Ltd has designed the medals from the brief provided
- The new medal reflects the ASMG and the Northern Territory
 - Body of medal is the shape of the Northern Territory
 - ASMG logo 3D version is in colour
 - Unique shape for a medal
 - Lanyard represents the 2018 ASMG (which changes each Games)
- The new modern design moves away from the traditional round medals and gives an individualised design that represents the Alice Springs Masters Games and the Territory.

Visual attached:



Media Contacts:

Jim Lawrie Games Manager 08 89515611

Leah Forbes Media Officer 08 89515912