

FOR IMMEDIATE RELEASE

Sri Lankan Landmark Serendib News Completes First Decade of Publishing in Australia

Keysborough, Victoria (██████████) May 13, 2010 -- Celebrating 10 years in operation, Serendib News, the first Sri Lankan community newspaper in Australia, is hosting an anniversary dinner dance to be held Saturday, September 18, 2010, at the Serbian Hall in Keysborough. Entertainment will be headlined with a performance by ██████████ ██████████.

Serendib News was launched in response to "print media darkness", according to SNN spokesperson ██████████. "Our goal was to raise the standard of newspaper reporting," ██████████ said. "We try to offer our readers an in-depth viewpoint of the story, as well as educate them. This helps bridge the gap between mainstream publications and online news sources."

Serendib News has a commitment to be "a platform to profile local events and activities," ██████████ continued. "Indian and Sri Lankan lifestyle and community news encompass approximately 80% of each edition. Our mission is to promote the concept of 'documenting' news matters to the local community in Australia and the global market."

Serendib News has teamed up with Thurstan College to host the event, which will generate funds to support the college's computer lab. ██████████, a member of the Thurstan College Old Boys Union (OBU), says he's proud to be a part of the Serendib News community. "We are thrilled that the proceeds from this benefit will help improve the quality of our computer lab. We're very proud to be a part of the community that Serendib News has served for the past ten years."

██████████ said the past decade hasn't always been a bed of roses. "We never looked back. Even from the beginning, starting small, we have always been supported by the community, and have grown continually as a publication. We have taken huge strides through the years, thanks in great part to the support of our community."

Music for the dance will be provided by ██████████. The event will be catered by ██████████ ██████████, with champagne cocktails and hors d'oeuvres beginning at 7:00pm. Tickets for the fundraiser are \$75 each, with limited seating, and proceeds will benefit the Thurstan College Computer Lab. ██████████ is listed as a major sponsor of the event.

For more information about the event, or to purchase tickets, contact ██████████ ██████████

About Serendib News: Members of the Serendib News Network, Serendib News and Ayubowan are both free, nationally distributed Sri Lankan community newspapers. SNN is the only Sri Lankan media institution with two publications housed together. Agra, another SNN holding, is an advertising agency providing creative communications and marketing solutions. For more information, please visit their website at <http://www.serendibnews.com.au/>.

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