

Reading Writing **Hotline**

1300 6 555 06



MEDIA RELEASE / 26 April 2017

25 years of the iconic jingle – “One three double oh, six, triple five, oh six” – promoting the Reading Writing Hotline

The Reading Writing Hotline is celebrating 25 years of its catchy, iconic jingle, which promotes the free service for adults who have trouble with literacy and numeracy.

“It’s arguably Australia’s most well-known and longest-running jingle. I’d say it’s Australia’s most loved jingle too but I must admit I’m a bit biased,” said Reading Writing Hotline Manager, Vanessa Iles.

“The catchy tune makes it easy to remember our number – “One three double oh, six triple five, oh six” – the number to call for help with adult literacy and numeracy.

“It has been playing on TVs and radios across Australia, mostly in regional areas, for a quarter of a Century now.

“There was a slight change made to the jingle involving a ukulele a few years back but we’re celebrating 25 years by bringing back the original and rolling out an advertising push, focussing on regional Australia.

“Roughly a third of our calls for help with adult literacy and numeracy come from regional areas, despite most of the Australian population being in capital cities.

“The jingle was produced by the creators of the iconic Life Be In It ad of the same era in the early nineties.

“While our jingle has remained the same, a lot has changed since the Reading Writing Hotline was established.

“We’re now helping callers with digital skills and have helped more than 150,00 callers, many from regional areas,” Ms Iles said.

Contact – Monique Vandeleur 0419 588 430

People can call the hotline on:

1300 6 555 06

...or visit us online at:

www.readingwritinghotline.edu.au

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