



## The Brag

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### **BRANDS GEAR UP FOR PINK**

Brands are jostling into place as **Pink's** massive 50+ tour looms closer. Sponsor **Optus** launched a TV ad in which an irate Pink, whose rehearsals are drowned out by a rave next door, barges in and sorts things out. The marketing campaign, through **Waterfront Artist Services**, offers Optus subscribers best tickets and the chance to meet the singer. Meantime **Austereo** branded one of its digital channels **Pink Radio**, launching May 4 for the three months she is here, playing only Pink songs and those by her fave acts. **MPG** put this deal together. The *Funhouse* tour is sold out and set new records for Australia, but we hear more tix might surface. Pink dismissed reports she and a reunited **Corey Hart** will remarry but Hart will hold free motorcross culture events around her dates and they'll motorbike about Australia in her spare time.