

## **ACM launches into insurance with View Insurance: A new Kind of Insurance.**

THURSDAY, OCTOBER 28, 2021 - ACM has confirmed the launch of its new Insurance brand View Insurance, which brings together some of Australia's leading Insurance offerings under the one brand.

ACM Executive Chairman Antony Catalano said that "View Insurance is a natural extension of the View brand as we look to further build the penetration into the ACM markets and beyond."

"Everyone needs to insure the things they love but we wanted to do things a bit differently. View Insurance and its direct association with ACM's network of 142 mastheads will not only help to keep quality local journalism strong but we are committing an amount equal to 2% of each individual policy (calculated on the base premium amount) to the Kindness Factory to help them bring their Kind Schools Network to schools across the ACM network. We call it Policies with heart."

The Kindness Factory was established by Kath Koschel following a number of life tragedies. Her desire to give back to the people that helped her through her troubled times helped shape the Kindness Factory. What started with a website that collated random acts of kindness has evolved into the Kindness Schools Network that helps schools embed Kath's 12 Attributes of Kindness into the school curriculum giving kids some tools to help with their own challenges in life.

"We think the work that Kath and the team do is fantastic and we couldn't think of a better cause to support. Protecting our most valuable assets is important to all of us and now with View Insurance, simply by insuring your home you will also be helping our kids learn about the importance of kindness in all of our lives and the role it can play in managing our own mental health." Catalano said.

View Insurance will launch across ACM's 14 Dailies from today including the Canberra Times, the Newcastle Herald and the Ballarat Courier and will feature Home, Car, Pet, Landlord and Business insurance.

Michael Carollo from View Insurance said he was "excited to be working with ACM in launching the View Insurance brand. The regions are growing quicker than ever before and through our partnership with ACM we can reach an audience of 6.4 million each month. We plan to help as many of them as we can with market leading insurance products and help them protect the things they love. We're hoping to change their view on insurance."

"View Insurance is powered by a passionate and experienced team focused on making a difference. We leverage our insurance experience and industry relationships to bring our clients an easy way to access insurance products with great coverage in the way that suits our clients. You can get an online quote with one of our carefully selected insurance partners or pick up the phone if you would like an insurance specialist to find a product that works for you." Carollo said.

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