

## Sylvia Jeffreys

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### *TV news presenter and polished MC*

Sylvia Jeffreys is the *Today Show's* News Presenter and, since taking over the coveted role in June 2014, has become one of the most familiar and popular faces on Australian television.

A trained journalist, Sylvia has quickly established herself as one of the most versatile members of the Nine Network's top-rating news and current affairs team.

Sylvia launched her television career with Channel 9 in Brisbane and won high praise from the network for her reports on the devastating 2010-2011 Queensland floods, which claimed 38 lives, and the destructive tropical Cyclone Yasi in early 2011.

Since 2012, she has filed stories for *Nine News*, been the *Today Show's* Sydney reporter, co-hosted *Weekend Today* and presented the weather on Sydney's highest-rating evening news bulletin. She has also filed stories for the *Today Show* from New York.

Polished, confident, friendly and talented, Sylvia Jeffreys is also an excellent MC. She has hosted a range of charity and corporate events, including The Variety Cycle Launch Gala Dinner, and is experiencing growing demand for her expertise.

Sylvia is an ambassador for Youngcare and is also involved with the Sydney Children's Hospital Foundation through her employer, Channel 9.

Sylvia recently joined forces with Tourism Queensland for a world-first underwater broadcast from the Great Barrier Reef, which involved six hours of live crosses and unscripted commentary, broadcast to a global audience online.

A self-confessed social media devotee, Sylvia's strong Twitter and Instagram following reflects her understanding of the importance and value of interacting with viewers and peers.

Sylvia Jeffrey has wide audience appeal and her participation will help to make any event a success.



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