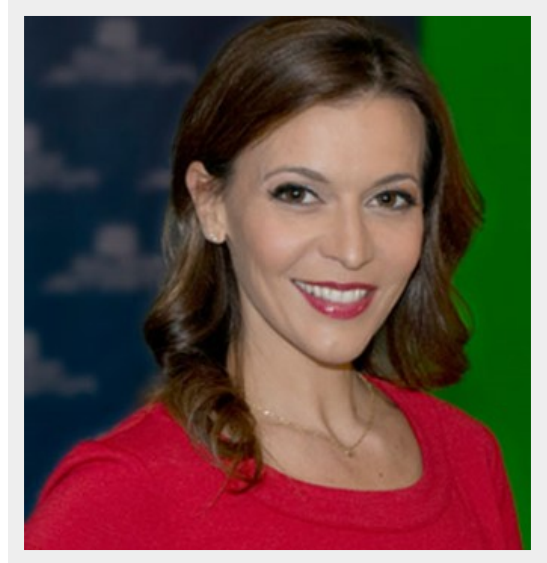


## Sofie Formica

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### *Popular TV lifestyle presenter & MC*

Sofie Formica is one of Australia's most popular lifestyle presenters and has made her name on television, both in Australia and the US, since first appearing onscreen at the young age of 14. From a regular role on the award-winning children's show *Wombat* on the Seven Network to hosting *Saturday Disney* then becoming the first female game show host in Australia on *Now You See It*, Sofie has gone on to build a highly successful television career.



Sofie was a founding member of *The Great Outdoors* team and appeared on numerous game shows and specials like *The Main Event* for the Seven Network. She also had regular hosting and acting roles on *Tonight Live with Steve Vizard* and *Home and Away*, before accepting an offer from the Nine Network to co-host *Just Kidding with Steve Jacobs*, which became Australia's highest rating TV show that year.

In 1995, Sofie moved to Los Angeles and worked as a reporter on *Extra*, a national entertainment magazine show. During this time Sofie interviewed many Hollywood celebrities including Bruce Willis, Meg Ryan, Nicole Kidman and the cast of *Friends*.

Sofie and her family then returned to Australia and in 1996, she became the host of *The Great South East* for the Seven Network. Since then, Sofie has achieved ratings success with the show winning its timeslot every year.

In 1999 Sofie was handpicked by Oprah Winfrey to appear as Oprah's co-host and technology mentor in a 13-part series *Oprah Goes Online*.

Sofie Formica is noted for her ability to communicate professionally, naturally and credibly with an audience. This ability to connect with her audiences is why Sofie is such a popular choice as MC and presenter of major events such as The Australian Fashion Awards and People's Choice Awards. She is also in demand as a facilitator across corporate, philanthropic and government sectors.

Her corporate clients have included David Jones, Westfield, Myer, Tourism Queensland, Sunshine?Coast Destinations, Lord Mayors Business Awards, RACQ, Queensland Performing Arts, Gallery of Modern Art, Sunsuper, Southbank Corporation, Hilton Hotels, Young and World Presidents Organisations and the Dalai Lama's Brisbane Happiness Conference 2012, to name just a few.

Aside from her more public roles, Sofie is a co-founder and Director of Media Potential, a boutique media training business specialising in media and communications.

## Client testimonials

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“ I have used Sofie Formica several times as an MC and have been absolutely delighted with the results at all times. A true professional she commands the attention of the room, tailors her style to the specific event and brings warmth, an engaging likeable energy, discipline and polish to all kinds of events.

- *Aurizon*

“ Sofie was FANTASTIC!!! Perfect for our event, fabulous response from the local Brisbane audience and an absolute delight to work with h... wouldn't hesitate to re-book her or recommend in the future.

- *Javelin Australia*

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