

## Emma Freedman

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### *Vibrant media, sport and fashion personality*

Having already achieved success in the areas of media, sport and fashion at a young age, Emma Freedman is widely regarded as one of Australia's brightest media talents.

Fresh-faced, personable, confident and engaging, Emma's enthusiasm and natural style have endeared her to a wide audience. Her appeal to the 18-35 demographic, in particular, is also rapidly growing.

From her early beginnings in the sport of horse racing, Emma quickly expanded her involvement in media, fashion, sport and entertainment and captured the attention of industry leaders and consumers alike. These days, Emma is increasingly busy with her involvement in a multitude of events, media and endorsement roles, many of which are high-end engagements.

In the corporate arena, Emma is an increasingly popular host of major events for blue-chip brands including David Jones, Qantas, The Star, Virgin Mobile, Toll Holdings, Pricewaterhouse Coopers and Ray White Real Estate.

She is co-host of *The Scoopla Show with Jules Lund and Emma Freedman*, heard across 31 stations nationally, and also newsreader on the top-rating *Hamish and Andy Show*, both on Today's Hit Network. She also appears on the Ten Network as a regular guest on *Studio 10*. Emma somehow also found time to be a contestant on the Seven Network's 2015 series of *Dancing With The Stars*.

Emma's experience covers a range of respected brands and media outlets. Between 2010 and 2014, she appeared on the Nine Network as an on-air presenter across programs including *Today*, *Wide World of Sport* and for live coverage of major thoroughbred race days. She holds ambassadorial roles with Lexus and leading retailer David Jones and has recently been appointed an ambassador for You Can, an initiative of the Sony Foundation that raises funds to build standalone youth cancer wards in Australian hospitals.

Emma is also commits significant time and energy to other charitable organisations including Captain Courageous, the Ponting Foundation and Focus.

Emma has also enjoyed successful media partnerships with the Herald Sun and The Age, 3AW, Fox FM and SEN and Thorough Vision.





Already a consummate professional, Emma Freedman's outlook, intelligence and dynamic personality make her a popular choice for audiences from all walks of life.

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