



**BIBLE
SOCIETY**
Live light

Media statement

Monday 13th March 2017

Bible Society is entirely responsible for the 'Keeping it Light' video. It was not sponsored by Coopers. No money has changed hands between Bible Society and Coopers in regards to this campaign.

Bible Society remains grateful to Coopers for both the release of light beer commemorating our bicentenary and their support through their foundation for the distribution of bibles to the Defence Force and those who need them.

The interest from the public in this campaign reinforces the message of the video – that it is important for Australians to have respectful conversations about serious issues – 'keeping it light.'