



ABN 63702377622

GPO Box 571

MELBOURNE 3001

m: 0409533176

e: disabilitymedia@yum.vic.edu.au

GRIT MEDIA
shamelessly disabled
(aka DISABILITY MEDIA INC.)

MEDIA RELEASE

For immediate Release
Friday, June 15, 2007

BLIND ADVENTURER SWINGS OUT & TAKES TO THE SKY

The Multi Award Winning Television program "No Limits" swings literally into a new series on Channel 31 Monday 18th at 7:30 pm. The show opens with Steve Hurd aka Hurdini who is almost completely blind jumping off a 100-foot high platform and swinging out on a trapeze, to horrified gasps from a crowd of visitors to Adelaide's "High Beam" Arts Festival.

This Monday morning the 18th June (weather permitting) Hurdini will be flying above Melbourne in a Balloon Sunrise hot air balloon and would be happy to be the White Cain in the sky for traffic reporting. Steve Hurd is no stranger to overcoming limitations, born completely blind; he was one of the very first people to be integrated into the state high school system. While some teachers thought he could never get past year 10, Steve said "I had a real laugh about that on the day I got my law degree".

He has skydived into sporting arenas, been hang gliding and even driven a car at 120KPH down the main straight of Sandown Raceway. When asked if he is a daredevil, he said, "I am rather a dare Demon" as he is a fanatical supporter of the Melbourne football team, a true sporting man. He has been dared this year to trapeze flying; car racing and may very well end up flying a light plane.

Awarded recently with not one but two Antenna Awards, which recognise excellence in community television, for Best Living & Learning Program 2007 and Best Program Promoting Community Harmony & Diversity 2007, No Limits is television that sees disability as usual and everyday, a project that aims to bring the world of disability into people's living rooms in an informative and entertaining way. Since the broadcast of its first episode in 2003 No Limits has rapidly evolved, currently producing 26 half hour episodes per year and broadcast on Channel 31 in Melbourne and Geelong, Adelaide, Brisbane, Perth and Sydney.

Hurdini, a No Limits regular presenter, said "I am not saying that people with disabilities should do dare devil stunts just to prove they have overcome a disability, but by the same token, the fact you have a disability should not preclude a person from enjoying the things life has to offer no matter how wild they may seem".

"No Limits" is produced by Grit Media an organisation committed to social change in the reflection of people with disabilities in the media. "Disability is not about private problems but about human rights and social issues. Neither incredible nor amazing, we just want to see the ordinary, everyday society that includes everybody, even Hurdini" said Erin McCuskey, Executive Director of Grit Media, and we have had some great support from the ABC, SBS and other mainstream media so we will see some action this year. The first being the Grit Media Symposium July 20th."

For more information about No Limits contact Erin McCuskey, Grit Media on 0409 533 176
For more information about The Antenna Awards www.c31.org.au

NoLimits Website: <http://www.nolimits.org.au>

Grit Media Website: <http://www.gritmedia.org.au>