



METEOROLOGIST JOINS NEWS TEAM

KARL LIJNDERS TO DELIVER NEW APPROACH TO REGIONAL WEATHER REPORTING

PRIME7 today announced that experienced Meteorologist Karl Lijnders has joined **PRIME7 LOCAL NEWS** as Weather Presenter to bring a more insightful weather forecast to regional viewers.

Lijnders, a founding moderator on www.weatherzone.com.au, has been writing and reporting on weather on radio, television and online since 1999. Having spent much of his career living in regional Australia, Lijnders has been a consulting meteorologist for the Australian Severe Weather Association and long range forecaster for The AV Weather Company across New South Wales and Victoria. Lijnders also provides counselling services to many community organisations following natural disasters.

Commenting on the appointment, PRIME7 Head of News **Paul Patrick** said, "You won't find anyone else like Karl on regional television. Karl brings a passion to his job that will not only inform viewers but entertain them as well. His knowledge of weather is exceptional, he has the ability to strip back the science and make it palatable for us mere mortals".

"Weather is one of the few things that unite us all - we are all affected by it, whether we live on the land, work in an office or going to school. I love helping people plan their day – *what I am going to wear, can I go fishing this weekend, harvest our crops or simply hang out the washing?*" Karl added.

Karl Lijnders will join Madelaine Collignon and Kenny Heatley on **PRIME7 LOCAL NEWS** from 6.00pm Monday 20th March.

MEDIA RELEASE

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