

Monday 25 May 2015

Seven's Sunrise launches a live and local news service dedicated to WA viewers

In a move to provide West Australians with even more, the Sunrise team today launched a live and local 7am daily (Monday – Friday) Perth News.

In addition to the national news with Natalie Barr, Sunrise Perth correspondent Matt Tinney will now deliver all the morning's local news live from Perth.

Tinney will have the stories that matter the most to West Australians, crossing to local Seven News reporters with all the latest as it unfolds here in Perth.

Sunrise Executive Producer, Michael Pell said the change would introduce a new dynamic for the Sunrise team and local viewers.

"We've always had a heavy focus on WA – now we are taking our coverage to another level. This revolutionary live and local bulletin will seamlessly deliver the biggest and best stories in Perth and its surrounds. Together Perth's Matt Tinney and Bunbury-born Natalie Barr have almost 40 years of experience. We can't wait for them to bring more WA stories than ever before to our West Australian viewers."

Natalie said:

"There are just so many stories coming out of Perth and regional WA, we had to make some more space to get them all in. As I've always told people in the east, WA is the biggest state ... and such an important one. It needs its own news service, so here it is!"

Hosted by David Koch and Samantha Armytage, with presenters Natalie Barr, Edwina Bartholomew and Mark Beretta, Sunrise is Australia's number one breakfast show.

Sunrise airs on Seven from 6am – 9am weekdays.

