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18.11.2010 AAP celebrates 75th birthday in style

SYDNEY: Some of Australia's most regarded media figures, journalists and special guests came together last night in celebration of Australian Associated Press's 75th year of operation.

More than 200 guests gathered at Doltone House to celebrate the contribution that AAP has made to the Australian media landscape over the past 75 years.

Channel 7 personality Kylie Gillies, the master of ceremonies, kicked off the evening introducing guests of honour including former AAP chairmen, official historian of the Australian Olympic Committee and author Harry Gordon, AAP chairman Michael Gill, AAP's Board of Directors and a host of media figures, journalists and staff who have played a part in AAP's history.

AAP chief executive Bruce Davidson said: "To bring together such an esteemed crowd of past and present media figures to celebrate this milestone in AAP's long history is a momentous evening and is testament to AAP."

He added: "For those of you who may not know, we financially support much of [AAP's delivery of news] with successful and healthy enterprises outside the editorial space – Medianet, our press release distribution business; Newscentre, our media monitoring operation that is seeing fantastic growth at the moment; Media Research Group, which is developing strong media and business analysis revenues; and Pagemasters, our pageready and editorial subediting outfit. I believe those enterprises will only get bigger and better, expanding into many niche areas to generate substantial revenue.

"We have a lot to be proud of at AAP – and will have even more to be proud of in the future."

The event also saw the launch of *On the Wire*, a commemorative book discovering and celebrating the history of Australia's only news agency. The 160-page book was entirely produced by Pagemasters and AAP.

Pagemasters