



MEDIA RELEASE

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**Aussie Comic Book Series The Soldier Legacy Takes Pivotal Role in New TV Commercials**

A poignant comic book scene of a young soldier throwing himself on a live grenade to save his mates has provided inspiration for the new Youi Insurance "Comic Shop Guy" series of commercials going to air in Australia in October 2011.

Indeed, Youi was so impressed with the Australian comic book series, *The Soldier Legacy*, created by Brisbane writer /artist Paul Mason, that the commercial centred around the enthusiastic and dramatic reenactment of the critical scene, which helped serve the advertising message.

Published by Sydney-based comic book, graphic novel and pulp magazine publishing house Black House Comics, *The Soldier Legacy* tells the story of a World World II digger who sees action in the dense and dangerous jungles of New Guinea during the 1940s and becomes a changed man when he witnesses an act of supreme courage and ultimate sacrifice. In the first issue "Lest I Forget" the Soldier chides a young private for reading comic books instead of cleaning his gun. The recruit explains that his favourite comic book hero "...doesn't have powers like other comic heroes... he's just a bloke like you and me, who just felt he needed to act..." Later on when the troop comes under heavy attack by the enemy, this recruit becomes the most unlikeliest of heroes when he chooses "to act" like his fiction hero and throws himself on a live grenade to save his fellow soldiers. To honour his fallen companion's legacy, the nameless lead character dons a mask and takes on the superhero persona of "The Soldier" who over the course of the war with his fierce fighting spirit saves countless of soldiers from annihilation on the battlefield.

Many years later, *The Soldier's* grandson is also inspired to take up the superhero mantle, albeit in a modern suburban landscape where crime is widespread and injustice is rife.

The Youi commercial was filmed in Kings Comics in Sydney, which was outfitted with other Black House comic book and graphic novel titles, posters, paraphernalia and props. A maquette (action figure) of *The Soldier*, specially created for the commercial, was later presented as a gift to Paul Mason.

Says Black House Comics publisher Baden Kirgan: "The best thing about *The Soldier Legacy* is the way it blends the superhero genre with the true Australian hero, the Anzac, and Youi has done a great job of honouring both with this ad."

The commercials, which are screening from October 2011 on Australian television can be viewed at:

[http://www.youtube.com/watch?v=2M\\_64TvJrRk](http://www.youtube.com/watch?v=2M_64TvJrRk)

and

<http://www.youtube.com/watch?v=wMNpRQcTgIA>

Comic book readers can find *The Soldier Legacy* at their local comics store, or by going online at Black Box:

<http://blackboox.net/>

**Black House Comics**

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