



Media Release

Adam Giles

Chief Minister of the Northern Territory, Minister for Tourism

CrownBet join the Darwin Triple Crown V8s as new partner

29 May 2016

Chief Minister Adam Giles was joined by V8 Supercars driver Jason Bright to announce CrownBet as the new naming rights partner of the Darwin Triple Crown V8 Supercars event.

“CrownBet and Northern Territory Major Events Company have signed a three year deal with a further option to extend,” Mr Giles said.

“This naming rights announcement comes off the back of CrownBet’s investment in the Million Dollar Fish campaign which is set to return to the Territory for a second season.

“This is a big year for the V8 Supercars in Darwin, with 2016 marking the 19th year of the event and showcasing a bumper to bumper entertainment program.”

Matt Tripp, CrownBet Chief Executive Officer said he was delighted to come on board to support the NT Government’s V8 Supercars event.

“CrownBet is pleased to be supporting the Northern Territory by driving tourism to these fantastic world-class events,” he said.

“Our partnership with the Northern Territory continues to grow with this exciting announcement. As a proud citizen of the Northern Territory, CrownBet is committed to ensuring ongoing investment and economic benefit to the Territory.”

Chief Minister Adam Giles said the event attracts more than 44,000 local and interstate visitors over the three days of racing.

“Economic impact analysis conducted on the event revealed an estimated \$16 million in additional expenditure is injected into the Territory economy by the Supercars,” Mr Giles said.

“The CrownBet Darwin Triple Crown is more than just a car race and that's why we've invested more than \$8.99 million in infrastructure upgrades at Hidden Valley as part of Budget 2016, cementing the Territory's reputation as a haven for motorsports and entertainment.”

The CrownBet Darwin Triple Crown V8 Supercars will be held at Hidden Valley Raceway on 17 – 19 June 2016.

It will feature three days of racing and on track entertainment. Saturday's RACE & ROCK concert will showcase rockers The Living End and VOICE IN THE VALLEY on Sunday featuring Australian music icon John Farnham.

For the first time in the Territory, race fans will be treated to Stadium Super Truck exhibition races on both Saturday and Sunday.

Tickets to the CrownBet Darwin Triple Crown are on sale now at darwinv8s.com.au, Ticketek and selected Australia Post outlets.

The event will be known as "CrownBet Darwin Triple Crown V8 Supercars" up to 30 June 2016, and "CrownBet Darwin Triple Crown Supercars" from 1 July 2016 onwards.

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