



THE | STAR
SYDNEY

OFFICIAL HOME OF THE NSW BLUES

FOR IMMEDIATE RELEASE

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THE STAR AND NSW RUGBY LEAGUE ANNOUNCE THREE-YEAR PARTNERSHIP

The Star and NSW Rugby League have announced an exciting three-year partnership that will see The Star become an official partner and home of NSW Rugby League and the NSW VB Blues.

The announcement, which coincides with today's State of Origin team announcement held at The Star, is the first major partnership for The Star with NSW Rugby League.

"Becoming the home of the NSW Blues is a great step for The Star in supporting and participating in all the things that really matter to people in Sydney and NSW.

"The Star is synonymous with major events and they don't get much bigger and more thrilling than the State of Origin series which last year attracted a viewing audience of more than 11 million," said Greg Hawkins, Managing Director, The Star.

The Star will also support the Blatchys Blues, an ever-expanding group of more than 12,000 fans famous for creating a sea of blue at State of Origin games in their blue wigs and shirts; The Star will develop an Official "Clubhouse" for the Blatchys Blues, and The Star logo will appear on the front and back of their shirts.

The prestigious Brad Fittler Medal will be held in September at the state-of-the-art Event Centre at The Star – home to many of Sydney's prestigious red-carpet black-tie industry awards events.

"The New South Wales Rugby League considers itself to be the pre-eminent sporting organisation in New South Wales. A partnership with The Star which is the pre-eminent function and hospitality organisation in our state is a perfect fit for us. We are looking forward to the Sports Bar at The Star becoming the hub for all NSW Blues supporters who can't get along to our games and becoming the home away from home of the NSW Blues," said David Trodden, NSW Rugby League Chief Executive.

The Star will also be the exclusive hotel partner of the NSW Rugby League while the NSW Rugby League will actively promote The Star as the recommended and preferred provider of entertainment and accommodation in connection to the State of Origin series over the next three years.

As the NSW Rugby League home away from home, The Star will host NSW Rugby League major events including the NSW Rugby League Alumni Gala Dinner and the State of Origin Team announcements.

And of course, footy fans can watch the NSW Blues play with a stadium atmosphere viewing experience at 24/7 Sports Bar at The Star. Kicking off with the State of Origin Game One played at ANZ Stadium which will be aired live on the brand new 34 square metre LED big screen in the 24/7 Sports Bar, offering optimum viewing matched with a top of the line audio system. The Star will also be the best place to be in Sydney for Games Two and Three, that will take place interstate.

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About The Star

The Star is Sydney's only world-class casino and entertainment destination. The Star offers award-winning chefs and restaurants, luxury hotel accommodation and serviced apartments, a 14-room day spa, an international designer retail collection as well a world-class casino and international nightclub Marquee. The \$100 million Star Event Centre is a state-of-the art multi-use venue and has hosted more than 250 events since opening in January 2013, including The AACTA Awards, The ARIA Awards, The Premiere of World War Z, charity events for the Starlight Foundation and Thomas Kelly Foundation and international talent such as Ricky Martin, Seal, Cold Play and Alicia Keys. For more information or enquiries, visit www.star.com.au or call 1800 700 700.