



# Seven adds Stawell Gift to blue-chip sports portfolio

## Australia's oldest and richest foot race to be broadcast live Easter Monday

(18 March 2015) Seven has added one of the world's most famous and prestigious foot races, the Stawell Gift, to its impressive portfolio of Australia's favourite sport programming, in a multi-year agreement with the event promoter Twenty3 Sport and Entertainment and the Stawell Athletic Club.

Dating back to 1878, the race is an institution at Central Park, as runners race for glory and prize money in a bid to become part of the race's rich folklore.

The two and a half hour coverage on Easter Monday will include the event's marquee race, the Stawell Gift. Run on grass over 120m up a slight gradient, athletes are handicapped according to form and ability, starting off various marks.

Seven Melbourne managing director Lewis Martin commented:

"We're absolutely rapt to be broadcasting another iconic Australian event. It will make for a brilliant day of Easter Monday sport for our viewers with the blockbuster Hawthorn versus Geelong match to follow the Stawell Gift."

Twenty3 Sport + Entertainment CEO John Tripodi said:

"We are thrilled to return Australia's most iconic athletics event to the Seven Network and look forward to working with Seven in future years to enhance the viewing experience of the event.

"Given Seven's strong audience base and the pre-promotional support it gives to its major sporting events, we anticipate taking the Woolworths Stawell Gift to a whole new audience."

### **Broadcast times:**

#### **Stawell Gift**

#### **Easter Monday April 6**

Sydney	12pm LIVE on 7mate
Melbourne	12pm LIVE on Channel 7
Brisbane	12pm LIVE on 7mate
Adelaide	11.30am LIVE on Channel 7
Perth	10am LIVE on 7mate, 12pm LIVE on Channel 7

**Leadership in Sports**

Seven is also the official broadcast partner for an unrivalled portfolio of major sporting events including the Summer and Winter Olympics, AFL, all major tennis tournaments in Australia including The Australian Open and The Davis Cup as well as Wimbledon; all major horse racing meeting on the Australian calendar including the Sydney Easter Carnival, the Caulfield Cup Carnival, the WS Cox Plate, Stradbroke Handicap, the Melbourne Cup Carnival and the Magic Millions; all major Australian golf tournaments including the Open and the Masters, as well as the US Masters; the Bathurst 12 Hour Endurance Race, the Sydney-Hobart Yacht Race; Cadel Evans Great Ocean Road Race; all major iron man and triathlon events and the NFL and Superbowl.

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