

MEDIA RELEASE FROM THE AUSTRALIAN FOOTBALL LEAGUE

The AFL today unveiled its campaign for the 2013 Toyota AFL Premiership Season, highlighting the extraordinary stories of *Australia's Game*.

The AFL's 2013 campaign reveals the next chapter of *Australia's Game*, the concept successfully introduced last year, with the emphasis on the extraordinary aspects of Australian football. The 2013 campaign captures the reactions of people from all over the world seeing Australian football for the first time, illustrating that no matter where you're from, *Australia's Game* is extraordinary.

This year's national campaign is once again supported by the instantly recognisable Australian rock anthem, AC/DC's 'It's a long way to the top (if you wanna rock n roll). AFL fans can again expect to hear AC/DC's iconic soundtrack throughout the entire 2013 Toyota AFL Premiership Season at all AFL venues.

The 2013 *Australia's Game* campaign was shot in a number of international locations – including Buenos Aires, Houston, New York City, Wales and Shanghai - and features highlights of some of the AFL's biggest stars.

The campaign will see localised updates throughout the year, complementing AFL matches being played in every state and territory over the course of the 2013 Toyota AFL Premiership season.

AFL Chief Executive Officer, Andrew Demetriou, said developing the next chapter of *Australia's Game* was a natural step following the response to last year's campaign. "The *Australia's Game* campaign continues to celebrate our national competition as this country's only Indigenous sporting code while highlighting the many extraordinary threads throughout the game," Mr Demetriou said.

"With AFL matches played across the country involving players and fans from every conceivable walk of life, a campaign centred on the next step of *Australia's Game* was the obvious choice. "This year's campaign takes us beyond our own country and reminds us why Australian football is truly great and uniquely Australian.

"Whether it is the remarkable on-field feats of current champions like Lance Franklin or Gary Ablett, or the story of Nicky Winmar famously lifting his St Kilda jumper, *Australia's Game* is steeped in the extraordinary.

"Australian fans have always been aware of our players' extraordinary feats but through this campaign we can see that this is a sentiment shared the world over. "Ultimately this campaign reminds us that this is our national game, a game with amazing elements that makes it extraordinary, and not just in the eyes of our own fans."

The *Australia's Game* national TVC can be seen at www.afl.com.au



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