



MATT CONLAN MLA | **Member for GREATORIX**
MINISTER FOR SPORT, RECREATION AND RACING

MEDIA RELEASE

MASTERS GAMES ON TARGET

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The 2014 Alice Springs Masters Games are on target to be a huge success with one sport already reaching maximum entries.

Minister for Sport, Recreation and Racing announced today that Clay Target Shooting had reached capacity, despite registrations being open for just a few months.

“The fact that we already have one sport full is a great sign for the Games six months out,” Mr Conlan said.

“Clay Target Shooting has attracted 76 competitors and can no longer accept any more which is a good problem to have.

“Other sports which have also attracted hundreds of registrations already include Golf, Lawn Bowls, Baseball and Hockey while the new event we’ve introduced this year, the AFL 9’s is also attracting a lot of interest. We’ve also received registrations for 94 volunteers which is great news.

“The Alice Springs Masters Games is one of the Territory’s most iconic and social sporting events. It is extremely important to the Alice Springs community with the ability to attract thousands of visitors to the region, and inject millions into the local economy.

“This is why the Country Liberals Government has implemented several new strategies to promote the event and generate more interest in it. Our plan is to make 2014 one of the best Games ever.

“We’ve ensured the Games Centre in 2014 will be based in the CBD exposing local businesses to interstate and overseas visitors, and we’re holding Alice Springs Masters Games roadshows at major sporting events and other Masters Games around the country and New Zealand to increase participation. These roadshows have exposed our event to thousands of sports fans and athletes.

“Over the next six months we will begin to ramp up our marketing activity which will include; advertising campaigns in national sporting magazines, advertising in TigerAir publications showing the affordable travel options available to Alice Springs from Melbourne and Sydney, new radio and TV commercials, ongoing Facebook and Twitter campaigns as well as other digital advertising and more roadshows at upcoming sporting events like the Gold Coast Marathon.

“The Masters Games are a truly unique event and I encourage all sports fans to sign up and don’t miss out on what is set to be a huge Games this year.”

The 15th Alice Springs Masters Games will be held from October 11 to 18. To register go to www.alicespringsmastersgames.com.au or call 1800 658 951.

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