

# **MEDIA RELEASE FROM THE AUSTRALIAN FOOTBALL LEAGUE**

## **Sting to headline Virgin Australia Pre-Game Show at the 2016 Toyota AFL Grand Final**

The AFL is pleased to announce that world renowned musician Sting will headline the *Virgin Australia Pre-Game Show* at the 2016 Toyota AFL Grand Final.

Sting is the final musical act to be announced. He will perform in the *Virgin Australia Pre-Game Show* following previously announced artists, Vance Joy and The Living End.

Announced in a video message on the Seven Network's broadcast and beamed on to the big screens at the MCG during tonight's Toyota AFL Finals Series match between Hawthorn and the Western Bulldogs, Sting will feature on the biggest day on the AFL calendar on Saturday, October 1.

AFL Chief Executive Officer Gillon McLachlan said the addition of Sting rounded out an entertainment line-up that will thrill fans of all ages.

"I'm excited to announce that Sting will feature alongside home-grown acts Vance Joy and The Living End as part of the *Virgin Australia Pre-Game Show* at this year's Toyota AFL Grand Final," Mr McLachlan said.

"Sting is much loved the world over, and we couldn't be more thrilled that he will join us on the biggest day of our year.

"Sting, Vance Joy and The Living End will no doubt entertain fans of all ages for those who see them live at the MCG or during the Seven Network's broadcast," he said.

English singer-songwriter Sting, first gained international prominence as the lead singer of The Police before launching a solo career and receiving a total of 16 Grammy Awards during his decorated career. Sting's new album, *57<sup>th</sup> & 9<sup>th</sup>*, his first rock/pop project in over a decade, will be released on November 11 and features the raucous, guitar-driven first single, 'I Can't Stop Thinking About You'.

"It's a great honour to be invited to perform at the biggest day in Australian sport," Sting said.

"I always have such an enjoyable time in Australia and I'm very much looking forward to returning to Melbourne next month," he said.

Vance Joy and The Living End will be the two acts that perform in *The Virgin Australia Premiership Party*, the FREE concert straight after the Toyota AFL Grand Final.

Fans will be able to gain FREE access to *The Virgin Australia Premiership Party* at the MCG from 6pm on Saturday October 1 via Gates 5, 6 and 7 to watch – with performances by Vance Joy and The Living End – and the presentation of the 2016 AFL Premiers.

Half-time of the 2016 Toyota AFL Grand Final will again be devoted to the best NAB AFL Auskickers in the country, along with the running of the 13CABS Grand Final Sprint.

This year's Toyota AFL Grand Final will once again see an array of activities throughout the day involving various members of the Australian football community, including former AFL legends and retiring players along with a host of other football identities. The Foxtel Footy Festival will run from the Wednesday of Toyota AFL Grand Final Week until Grand Final Day in Yarra Park outside the MCG.

*Media wishing to obtain the video of Sting's announcement and artist sizzle reel can do so by return email. Also a VNR will be available from the AFL*

Media Exchange from 9.30pm for all media to access.

All media enquiries should be directed to Sophie Henderson 0438 620 660.

**ENDS**

Issued:

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