



CROWN ANNOUNCES FIRST CROWN MELBOURNE PRIDE LUNCHEON

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27 May 2025: Crown Resorts (Crown) is thrilled to announce the Crown Melbourne Pride Luncheon - a first of its kind for Corporate Melbourne - set to take place on Friday 20 June. This event builds upon the success of the Crown Perth PrideFest Luncheon, which has been promoting awareness, education, and support for LGBTQ+ diversity and inclusion in the workplace for the past six years.

The Crown Melbourne Pride Luncheon will unite over 250 members of Corporate Melbourne, with the aim of highlighting and addressing key inclusion issues, facilitate conversations to share experiences, promote education, and create a supportive forum where LGBTQ+ individuals and their allies can feel acknowledged and included within the workplace.

Guests will hear from special guests Rhys Nicholson and Michelle Sheppard who will talk to themes of activism and social change, sharing powerful stories of hope and optimism, their journeys of self-discovery, and the support networks they encountered or still need in workplaces, families, and friendships.

Crown Melbourne Pride Luncheon Special Guest and Speaker, Rhys Nicholson, said: "I'm absolutely beside myself to be a part of the very first Crown Melbourne Pride Luncheon. These types of events are so important for our community, especially at this moment in time. We need to be having honest, authentic, meaningful conversations, and that's what we're going to do!"

Crown Melbourne CEO, Ed Domingo, said: "I am incredibly excited that we are hosting the very first Crown Melbourne Pride Luncheon, to honour and support the vibrant LGBTQ+ community. This event marks our continued commitment to celebrating diversity and fostering an inclusive environment for not only our team members and guests, but the entire Victorian community."

Tickets are available to purchase now from crownmelbourne.com.au for \$250 for a single ticket and \$2,500 for a table for 10, with a portion of ticket proceeds to be donated to The Pinnacle Foundation, an Australian charity that provides educational scholarships, mentoring and opportunities for young LGBTQ+ Australians to realise their full potential. As part of the event, guests will enjoy a curated three-course menu from Crown's culinary team, alongside entertainment from Yo! Mafia and Katie Underwood.

-ENDS-

For more information, please contact:

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ABOUT THE CROWN MELBOURNE PRIDE LUNCHEON

The Crown Melbourne Pride Luncheon is being held at Crown Palladium on Friday 20 June, from 12pm – 5pm, and is targeted at Melbourne's corporate community, specifically targeting C-Suite decision-makers and senior management influencers. It aims to elevate the profile of diversity and inclusion in workplaces,



providing a forum for businesses to share and discuss their successes and challenges, and to learn from one another.

The Crown Melbourne Pride Luncheon is proudly presented by Crown Pride, Encore Event Technologies, and Squealing Pig, and is proudly supported by Pride in Diversity, Pride Professionals, and the Crown Resorts Foundation.

ABOUT CROWN MELBOURNE

Since opening in 1994, Crown has become an iconic Melbourne landmark, transforming the Southbank precinct into one of Australia's most recognised and visited destinations. Nestled along the Yarra River, Crown is Melbourne's only integrated resort, offering a world class experience that attracts more than 26 million visitors annually.

Crown Melbourne's waterfront location boasts unrivalled luxury accommodation, with over 1,600 exquisitely appointed rooms across Crown Towers, Crown Metropal and Crown Promenade. Guests enjoy access to Victoria's best indoor hotel swimming pool, the award-winning Crown Spa Melbourne and an exclusive retail precinct featuring prestigious designer brands and luxury retail outlets.

As the city's premier hospitality and entertainment hub, Crown Melbourne is home to an exceptional array of award-winning restaurants, alongside a range of bars, cafes, clubs, and venues for every occasion.

Crown Melbourne's iconic Palladium Ballroom continues to be the venue of choice for Australia's most prestigious events, solidifying its status as Melbourne's ultimate entertainment destination. Additionally, Crown Melbourne is a premier events and conference destination, highlighted by the 7,350 square metre Crown Conference Centre.

The 24-hour casino at Crown Melbourne features 540 gaming tables and over 2,600 electronic gaming machines, offering guests a wide variety of entertainment options.

Crown Melbourne is the state's largest single-site employer and the largest employer of hospitality staff, playing a key role in driving Melbourne's tourism economy.