



**CROWN CELEBRATES 30 YEARS OF ITS ICONIC BRAND**  
**[Click here for photos](#)**

**28, June 2024:** Crown Resorts (Crown) is celebrating its 30<sup>th</sup> birthday with a playful rebrand to **CR3OWN** and a calendar of activity, with guests encouraged to relive the fun, entertainment, and memorable experiences they have enjoyed at Crown over the past three decades.

In a bold midnight opening, Crown first came into inception on 30 June 1994 at Melbourne's Galleria World Trade Centre, with 2,500 team members welcoming 30,000 guests on opening night. Three years later, the flagship property relocated to its permanent home in Southbank, with a 1.6-billion-dollar build spanning 550,000 square metres injecting thousands of jobs and millions of dollars into the economy.

Over its three decades, Crown has become one of Australia's largest entertainment groups with resorts in Melbourne, Perth, and Sydney, establishing itself as the home to some of the country's most iconic and memorable cultural moments, from Elton John in 1994 to Taylor Swift mania in 2024. Today, Crown Resorts contributes \$4.8 billion annually to the national economy, is Australia's largest hospitality employer supporting almost 30,000 jobs through its resorts and supply chains, and is the largest single-site employer in Melbourne and Perth.

To mark the momentous occasion, Crown is hosting a raft of celebratory events and offerings, inviting guests to join the festivities.

Crown's flagship property, Crown Melbourne, will kick off the celebrations on Saturday, 29 June with a free performance showcase on the iconic staircase in Crown Atrium, led by Rhonda Burchmore alongside a cast of dancers, aerialists, showgirls, roving entertainers, and musicians. Crown Melbourne's Atrium will also be transformed into a nostalgic look back at Crown's 30-year history of red-carpet events, celebrity guests and incredible performances, with the most memorable outfits on display from 11 July until 22 August.

An integral part of Crown's legacy is the special occasions and memories made by guests. To honour this throughout July and August, Crown Melbourne will be selecting guests at random to surprise and delight with room upgrades, gifts on arrival, and complimentary dining experiences.

Crown Melbourne is giving away \$30,000 each week from 4 July to 5 September. Guests can enter by spending \$30 at their participating venues and using their Crown Rewards Card. To mark the occasion, Crown Perth will also host a \$30,000 giveaway on 30 August. Crown Sydney will also join in on the celebrations with a complex-wide offers from July to September.

Crown Resorts CEO, Ciarán Carruthers, said: "For 30 years, Crown has played a pivotal role in Australia's entertainment, tourism, and hospitality industries, supporting both cultural and economic development within the cities where we operate.

"We know that so many of our guests have great memories of their experiences at Crown over the past 30 years, and we want to make this celebration about them. I encourage our guests to come and enjoy the hive of activity and relive some of their most memorable experiences with us.

"As we celebrate with our guests and reflect on the past 30 years, we also look forward to Crown's exciting future as we continue our aim to be a beacon of excellence for integrated resorts."

**-ENDS-**



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**Notes to Editor:**

**CROWN MELBOURNE ACTIVITIES:**

**Atrium Spectacular**

Crown Melbourne will kick off the 30<sup>th</sup> birthday celebrations on Saturday, 29 June with a free performance showcase on the Grand Staircase at Crown Atrium at 6pm, 8pm, and 10pm, featuring dancers, aerialists, roving entertainers, and musicians, led by Rhonda Burchmore.

**Fashions of Crown**

Crown Melbourne's Atrium will showcase vibrant costumes from the past three decades with a remarkable installation featuring intricate performance outfits from some of Crown's greatest shows from 11 July – 31 July. From 1 August - 22 August, the display will feature exquisite gowns from past red-carpet events.

**Weekly \$30,000 Giveaway**

Every Thursday from 4 July to 5 September, Crown Melbourne will be giving away \$30,000 to a lucky guest who has spent \$30 in a single transaction at participating restaurants, bars, retailers, and hotels, and uses their Crown Rewards card to enter the draw.

Each weekly winner will be announced every Thursday evening at 7pm on the Grand Staircase in Crown Melbourne's Atrium.

Full terms and conditions can be found here: <https://www.crownmelbourne.com.au/casino/offers/crown-birthday-surprise>

**Birthday Raffle Draw**

Coinciding with the weekly \$30,000 giveaway, each Thursday from 4 July to 5 September, a raffle draw will occur on the Grand Staircase at Crown Melbourne's Atrium prior to the \$30K giveaway announcement. Guests in attendance will be provided a raffle ticket for the chance to win \$1,000 Crown Gift Cards.

Full terms and conditions can be found here: <https://www.crownmelbourne.com.au/casino/offers/crown-birthday-surprise>

**Birthday Toast**

Throughout July, Crown Melbourne will be giving guests the perfect 30<sup>th</sup> birthday present with special cosmopolitan cocktail and Piper-Heidsieck champagne offers, available at multiple outlets throughout the complex. Guests will be able to enjoy two cosmopolitan cocktails or two glasses of Piper-Heidsieck champagne for only \$30 and toast to Crown's 30<sup>th</sup> birthday. Available from 5pm – 7pm, Monday to Sunday, across participating venues which can be found on Crown Melbourne's website.



### **Guest Surprise & Delight**

Guests will be randomly selected for several surprise and delight opportunities throughout July and August at Crown Melbourne venues and hotels. This includes room upgrades, gifts on arrival, and complimentary meals for some lucky guests as part of Crown's 30<sup>th</sup> birthday celebrations.

### **CROWN PERTH ACTIVITIES:**

#### **\$30,000 Giveaway**

On 30 August, Crown Perth guests who use their Crown Rewards card at select restaurants, bars or the gaming floor will have a chance to participate in winning a share of the \$30,000 giveaway.

### **CROWN SYDNEY ACTIVITIES:**

#### **Happy Hour**

Crown Sydney will celebrate 30 years of the brand with a complex-wide Happy Hour offering, running weekdays from 4-7pm from 1 July through until 30 September. With five premium bars to explore, guests will be able to enjoy \$10 wine, \$7 beer, and \$15 cocktail specials.