

Friday 11 April, 2025
For immediate release



HARLEY REID UPDATE

HE'S STAYING... AT CROWN PERTH

It's the biggest question on the lips of AFL fans, recruiters and coaches around the country.

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Crown Perth is proud to confirm AFL super star Harley Reid has been signed as a partner to the city's ultimate entertainment destination.

Crown will become Harley's principal entertainment and venue partner, joining an elite group of partners including Puma and Toyota.

The arrangement confirms Harley will be a regular presence at Crown Perth, with the option to enjoy any of the more than 30 restaurants and bars at Crown Perth, stay at any of the property's three hotels or catch a show at Crown Theatre. And when the Brownlow Medal count rolls around you know where he's staying.

The agreement is expected to see him host exclusive events at Crown Perth, guest promotions, and even make some surprise appearances to delight guests of Crown Perth.

Harley said he is thrilled to join Crown.

"Crown has become a bit of a home away from home for me and my family. We always enjoy our time there — the service, the atmosphere, and the way they look after us is first class. I'm proud to be partnering with a brand I advocate for in a very genuine way," he said.

"I love staying here with my family and friends, and I look forward to creating unforgettable memories together."

Crown Perth Chief Marketing & Gaming Officer Carter Bair, said signing Harley was a no-brainer.

"There's a huge amount of interest in Harley and his AFL future, and now we can proudly say we know exactly where he's staying," he said.

He's already a much-loved, dynamic player with passion for entertaining fans, so it's the perfect alignment for us," he said.

Crown Perth currently partners with both local AFL teams, Optus Stadium and RAC arena, underpinning some of the city's biggest and best events for locals and tourists alike.

The partnerships reflect Crown Perth's commitment to working with local communities to create joyful, elevated experiences and driving tourism and sporting events for everyone to enjoy.

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Background on Crown Perth

Crown Perth opened its doors in 1985 and has grown to become the city's ultimate entertainment destination. Offering unrivalled hotel accommodation, events and conferencing, dining and entertainment throughout, the integrated resort draws more than 9 million guests per year.

Located on the banks of the Derbal Yerrigan (The Swan River), Crown Perth is Western Australia's only fully integrated entertainment resort and the State's largest single site private employer with more than 5,000 team members.

Offering almost 1,200 hotel rooms, Crown Perth is also home to a 24-hour casino featuring more than 130 table games and 2,300 electronic gaming machines, making it the ideal venue to stay, celebrate and entertain. Crown Perth's line up of more than 30 restaurants and bars includes the world-renowned Nobu and Bistro Guillaume, featuring acclaimed chef Guillaume Brahimi's exquisite French cuisine. As Perth's largest hotel, Crown Towers continues to also be the first and only Forbes Five-Star luxury hotel in WA.

The 2300-seat Crown Theatre draws audiences to more than 250 shows annually from cabaret to musicals to solo artists. Crown is also a destination of choice for more than 1,500 events and conferences each year, delivering some of Perth's finest, most-acclaimed events spanning from gala dinners and black-tie affairs to conferences, breakfasts, and exhibitions throughout the more than 8,000 square metres of available venue space.

Crown is a proud part of the WA community and is committed to serving guests, the community and the city. Crown Perth has contributed thousands of training places to the local hospitality network through education and training and since 2015, the Crown Resorts Foundation has contributed over \$25 million to local causes, proudly giving back to the community it operates in.

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