



## CROWN COUNTS DOWN WITH 100 TICKET GIVEAWAY TO TAYLOR SWIFT | THE ERAS TOUR

**Monday, 5 February 2024:** As Presenting Partner of Taylor Swift | The Eras Tour, Crown will officially kick off its 100 Ticket Giveaway as excitement ramps up for the Taylor Swift | The Eras Tour.

### Counting down to the most anticipated concert ever

Crown Sydney has today unveiled a monumental countdown clock outside its iconic building, marking the time until the first Sydney show of Taylor Swift | The Eras Tour. Fans are invited to celebrate by capturing moments with Taylor Swift | The Eras Tour imagery and enjoying some of her hit songs playing every hour on the hour.

### A chance to win one of 50 pairs of tickets

Amplifying the excitement, Crown Sydney will run a social media competition, giving away 50 pairs of tickets to Taylor Swift | The Eras Tour<sup>1</sup>. To enter the competition, fans must snap a picture at the Crown Sydney countdown clock and post it on Instagram, tagging @CrownSydney, and they will be in with an opportunity to win.

### Month-long Swiftie celebrations

Crown Sydney's Teahouse has been transformed into a haven for Swifties with theming throughout the venue and additional opportunities to win tickets to the Sydney shows. The high tea features delicious sweet and savoury treats that Swifties will love.

While listening to iconic Taylor Swift tunes playing throughout the venue, guests will also have the opportunity to win tickets to Taylor Swift | The Eras Tour as part of Crown Sydney's '[dine and win](#)' competition. Crown Sydney's '[stay and win](#)' competition will continue until 15 February, giving fans an opportunity to win tickets every week<sup>2</sup>.

Crown Resorts Group Executive General Manager, Brand and Marketing, Yolanda Uys said: "As the presenting partner of Taylor Swift | The Eras Tour in Australia, we wanted to create some truly unique and exciting experiences for fans at Crown Sydney.

"From capturing memories at our countdown clock to enjoying the themed high tea at Teahouse, there is something for everyone to join in the celebrations of Taylor Swift | The Eras Tour in Sydney.

"Crown is where interesting things happen and entertainment is part of our DNA, so we're beyond excited to be a part of the tour but also to give our guests the opportunity to attend one of the most highly anticipated concerts in the world," Ms Uys said.

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<sup>1</sup> T&Cs apply: <https://www.crownsydney.com.au/whats-on/taylor-swift-countdown-clock> Concert date is Friday 23 February.

<sup>2</sup> T&Cs apply for both 'dine and win' and 'stay and win' competitions.

## **ABOUT CROWN SYDNEY**

Since opening in December 2020, Crown Sydney has quickly established itself as one of the city's most sought after dining and staycation destinations with its array of world-class restaurants and bars overlooking Sydney Harbour. Boasting a compelling national footprint, visitors and Sydneysiders alike have access to an unprecedented array of luxurious offerings. The Barangaroo property includes the deluxe Crown Spa Sydney, 349 hotel rooms and suites, luxury residential apartments, nine signature restaurants and bars, premium retail outlets, pool facilities and more.

Guests are treated to unrivalled views of Sydney Harbour's icons and with its unique architectural, concentric form, Crown Sydney has been designed to stand alongside them as another defining landmark of the city. Now a globally recognisable landmark, Crown Sydney attracts thousands of national and international tourists, helping Sydney compete with other global tourism destinations for business, leisure, and sporting events.

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