



## **CROWN INKS DEALS WITH FREMANTLE DOCKERS & WEST COAST EAGLES FOR THE 2024 AFL SEASON**

**19 April 2024:** Crown today announced it will continue to partner with both local WA AFL teams.

The partnerships reflect Crown's commitment to working with local communities to create joyful, elevated experiences.

Crown Perth CEO David Tsai said he was proud to continue the longstanding partnerships.

"Crown is the epicenter of entertainment in Perth – located so closely to Optus Stadium and hosting the largest sports bar in Perth, our alignment to live sports is strong and something we are very proud to support."

"Supporting both of these teams through our partnership is a reflection of the focus Crown places on building trust with the community we operate in."

The West Coast Eagles and Fremantle Football Club have expressed their gratitude for Crown Perth's support and look forward to working together to achieve mutual success on and off the field.

Fremantle Football Club CEO Simon Garlick said the partnerships like the one Crown has with Fremantle are an important part of the club's strategy.

"Through innovative offerings and a relentless drive for success, both on and off the field, we are committed to nurturing our loyal base while appealing to new fans and members alike.

"Our partnership with Crown Resorts embodies this forward-thinking approach, bringing exciting opportunities to our members and the broader Fremantle family."

West Coast Eagles CEO Don Pyke was delighted to continue their strong partnership with Crown, which stretches back to the club's inception in 1987.

"Since our inaugural season, the West Coast Eagles and Crown have provided generations of West Australians with thrilling memories that last a lifetime," Pyke said.

"Continuing our relationship with Crown supports our desire to provide exciting, unique and unforgettable experiences that connect us with current and future generations of members, fans and local communities."

### **ENDS**

#### **About Crown Perth**

*Crown Perth opened its doors in 1985 and has grown to become the city's most popular 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.*