

**Media Release**  
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## **SUNDAY FOOTY – A BIG WIN FOR FANS AT ETIHAD STADIUM**

The traditional favourite food of the footy fan, Four 'n Twenty pies will retail at Etihad Stadium games on a Sunday for just \$3 – it'll be the cheapest price for a pie at any of Australia's AFL venues.

As previously announced, children under the age of 15 will be permitted to all Sunday AFL games free of charge and Etihad Stadium is also delighted to announce that the traditional 'kick-to-kick' at the end of Sunday games will be trialled during April and May fixtures.

In other wins for the fan:

- Regular chips will sell at all AFL matches at Etihad Stadium from a starting point of \$4
- Free popcorn will be distributed at half time to kids at Sunday games
- Kids' meal deals will exist at all games – a snack pack of hot chips, a cheese burger and a 350ml Mount Franklin will retail for \$8. Each pack will contain a small gift
- A pot of beer will retail at \$5 at all games
- The venue will install a total of 10 water fountains, providing chilled, continuous water, across all three levels of Etihad Stadium, enabling water to be accessed free of charge at any time throughout a game (some additional partnerships in relation to this program will be announced in the days ahead)

For the entire 2015 Toyota AFL Premiership season, it has also been determined that commercially and domestically prepared food and drinks (other than alcohol and glass ware) will be permitted into the venue.

Further, Etihad Stadium will continue its commitment to healthier foods. The venue was the first of the Australian AFL venues to open a Healthier Food retail outlet and now two stores exist at Level 1 and 3 of the stadium.

Etihad Stadium Chief Executive Officer Paul Sergeant said the stadium had worked closely with the AFL and Etihad Stadium's catering partner Delaware North Companies Australia to strike some significant 'wins' for the fan.

"We concur with the AFL's Chief Executive Officer, Gill McLachlan that 2015 is the year of the fan and we have involved all our catering stakeholders in an endeavour to produce positive results," he said.



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“It does need to be understood that Etihad Stadium is a private and commercially run business. We have big overheads including significant energy costs and loan repayments – we need revenue to meet these costs but following several months of positive discussions with Gill and the AFL, we have agreed to these initiatives,” he said.

### **‘KICK TO KICK’ – LIKE THE OLD DAYS**

Etihad Stadium in conjunction with the AFL is able to announce that the traditional ‘kick to kick’ will be trialled after Sunday fixtures in April and May.

After the round 1 Easter Sunday match between St Kilda and GWS, fans will have a chance to emulate their heroes shortly after the game.

Like the ‘old days’, at the sound of the second siren, fans will be able to enter the arena.

Mr Sergeant said that the venue’s Operations and Arena Management teams needed to seriously consider the long term implications for the venue’s playing surface but, after considerable discussion, were willing in the interests of ‘fan engagement’ to see how ‘kick to kick’ played out during the first two months of the season.

Mr Sergeant said the initiative was a great bonus for supporters and was further incentive to attend Sunday games at Etihad Stadium.

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