



## PRESS RELEASE

### 2017 Australia Post AFL Community Camps Announced

The AFL today announced the dates and locations for the 2017 Australia Post AFL Community Camps which will see all 18 AFL Clubs visit both metropolitan locations and regional centres.

The Australia Post AFL Community Camps see over 750 players each spending two days meeting fans and developing stronger links between Australian Football and the community.

The GWS GIANTS, Sydney Swans and Port Adelaide will visit towns communities across NSW and the ACT throughout February.

The **GWS GIANTS** will head to the ACT and the NSW South Coast on the 14<sup>th</sup> of February before touring areas of Western Sydney on the 21<sup>st</sup> and 22<sup>nd</sup> and the Northern Riverina and Murrumbidgee Irrigation Area on the 19<sup>th</sup> and 20<sup>th</sup> of February.

On the 6<sup>th</sup> and 7<sup>th</sup> of February the **Sydney Swans** will be visiting Sydney City, Wollongong, Bowral, Newcastle, Port Macquarie, Terrigal, Armidale, Wagga Wagga, Coffs Harbour and Tamworth.

Players from the **Port Adelaide** Football Club will visit the town of Broken Hill on the 13<sup>th</sup> and 14<sup>th</sup> of February.

AFL General Manager Game and Market Development, Simon Lethlean, said the Australia Post AFL Community Camps are an important vehicle in recognising that grassroots football and the community are the lifeblood of Australia's Game.

"The Australia Post AFL Community Camps allow us to highlight the connection Australian Football has with communities' right around the country," Mr Lethlean said.

"Community Camps are the perfect platform for fans, no matter where they live across our wide country, access to their favourite players."

During the 2016 Australia Post AFL Community camps, over 147,102 school students had visits from AFL players with 823 schools being visited. 4,913 children participated in AFL super clinics, 2,600 people were visited in aged care/hospitals and funds were raised through official functions to assist local junior community football programs.

AFL NSW/ACT CEO Sam Graham said, "It's great to be able to give regional and suburban communities across NSW and the ACT access to our national game, especially our junior fans who will have the chance to meet their football idols. Whether it's Broken Hill or Bowral, Canberra or Coffs Harbour, fans from across the state will get to personally connect with our AFL clubs in their local communities.'

The Australia Post AFL Community Camps started in 2003 and so far have reached a total of 1,118,278 students across 5,873 school visits since the program's inception.

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