

## Woolworths supports the Stawell Gift - Australia's oldest running race

**Wednesday, 18 March 2015:** Woolworths, the Fresh Food People, today announce they will sponsor Australia's oldest running race, the Stawell Gift, as naming rights partner for 2015.

The 2015 Woolworths Stawell Gift will be run over Easter long weekend and will be the 134<sup>th</sup> running of the event. From 4 – 6 April, more than 10,000 spectators are expected to attend the iconic athletics event in regional Victoria, with the finals being broadcast live on the Seven Network on Easter Monday.

Woolworths Head of Sponsorship and Events, Karen Madden, said, "The Stawell Gift has been a significant event on Australia's sporting calendar for more than 100 years. As a proud Australian company, we are delighted to be a part of the country's oldest and most iconic running race.

"As part of our commitment to feeding fresh talent, we are supporting the Australian Olympic Team for Rio 2017, Tennis Australia and now the Stawell Athletic Club," she said.

Stawell Athletic Club president, Trevor Skurrie, said "The Naming Rights partnership brings together one of Australia's iconic businesses, with the nation's most iconic athletics event.

"To have a sponsor of Woolworth's magnitude supporting the Stawell Gift shows the significance of the event to all Australians," he said.

For further information please contact the **Woolworths Press Office** on **(02) 8885 1033**.

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