



**Andrew Stoner MP**  
**Acting Premier of NSW**  
**Minister for Trade and Investment**  
**Minister for Regional Infrastructure and Services**

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**MEDIA RELEASE**

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**ELLEN DEGENERES COMES TO SYDNEY**

US TV star Ellen DeGeneres will visit Sydney in March 2013 to film segments for the top rating Ellen DeGeneres Show, Acting Premier Andrew Stoner said today.

Mr Stoner joined Swisse Wellness Commercial Director George Livery and Qantas Group CEO Alan Joyce in Sydney after the announcement was made on Ellen's program in the United States. Swisse Wellness has partnered with the Ellen DeGeneres Show as part of its global expansion in the United States and is bringing Ellen and her team to Australia as part of the launch.

"This is a major coup for NSW as this is the first time that Ellen DeGeneres, one of the world's most popular TV stars, has taken her show outside the USA, and it's also Ellen's first visit to Sydney," Mr Stoner said.

"Sydney will be on show to more than 16 million viewers who tune in to each episode of the Ellen DeGeneres Show, which is broadcast on weekdays to a worldwide audience.

"Ellen's visit to Sydney will generate huge international publicity for Sydney and NSW in key tourism markets.

"I have no doubt that Ellen and her audience will fall in love with Sydney."

Ellen's visit to Sydney was announced live on the Ellen DeGeneres Show during an interview with Sydney's own Oscar-winner, Nicole Kidman, in her role as Global Ambassador for Swisse Wellness.

Ellen thrilled her studio audience during the interview with Nicole, by inviting audience members to Australia, with free flights provided by Qantas and accommodation and transfers provided by Swisse Wellness. Destination NSW, the State's tourism and major events agency, is also supporting the tour.

Minister for Tourism and Major Events George Souris said "I'm delighted that Ellen will be visiting NSW and sharing the best that Sydney has to offer with her fans.

"Ellen's unique mix of celebrity interviews, healthy lifestyle and great humour is loved by fans who will follow her fun-filled adventures in Sydney.

"The NSW Government and our agency Destination NSW looks forward to working with Swisse Wellness and Qantas to welcome Ellen and her team to Sydney."

Segments for the Ellen DeGeneres Show will be filmed in Sydney and Melbourne and will feature Ellen enjoying the unique events and iconic attractions that Australia has to offer.

The Ellen DeGeneres Show is broadcast in 21 countries, including key international tourism markets of North America, Japan, New Zealand, Singapore and the United Kingdom.

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