



Graham Annesley MP

Minister for Sport and Recreation

MEDIA RELEASE

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SYDNEY SIXERS AND NSW GOVERNMENT PARTNER TO PROMOTE INTERNATIONAL TOURISM

NSW Minister for Sport and Recreation, Graham Annesley, has announced Australia's champion big bash cricket team, the Sydney Sixers, will promote their city and NSW when they take on the world's best T20 teams in South Africa later this month.

"The Champions League tournament is a major international sporting competition between the world's best domestic T20 teams from India, South Africa, England, the West Indies, Sri Lanka and Pakistan," Mr Annesley said.

"The partnership with the Sydney Sixers means our team will display the logo 'Sydney.com' on their uniforms during the tournament providing our city with global media exposure worth millions of dollars with the international broadcast being beamed into the UK, USA, Europe and Africa, as well as back into Australia on Fox Sports.

"The NSW Government is proud to support the Sydney Sixers' quest for glory in South Africa and I wish them all the very best for the tournament," Mr Annesley added.

Mr Annesley was joined by NSW Minister for Major Events and Tourism, George Souris, and Stuart Clark, Sixers General Manager, at the SCG to officially launch the partnership as the team completes its preparations before leaving for South Africa on 9 October.

Sixers GM Stuart Clark thanked the NSW Government for its' support.

"It is great to see the NSW Government get behind the Sydney Sixers for the Champions League tournament," Mr Clark said.

"We will aim to be great ambassadors for Sydney and NSW during the tournament and hopefully bring home the big prize.

"The one thing I can say about the Sixers is that we are passionate Sydney-siders and we are excited to represent the city in South Africa and to the world," Mr Clark added.

NSW Minister for Major Events and Tourism, George Souris, said "Cricket tourism is big business and this competition will be watched by hundreds of millions around the world.

"The Sydney Sixers will be promoting their city and State which makes the Government's support most worthwhile," Mr Souris added.