



## Celebrating Melbourne's Diversity

The Melbourne Football Club is aiming for the most culturally diverse crowd ever at an AFL game, when it hosts 'Celebrate Melbourne's Diversity' at its round 15 clash against the Adelaide Crows at the MCG on Sunday 3 July.

Melbourne is a culturally diverse city – with many people from around the world calling it home, either forever or temporarily. The Melbourne Football club is therefore aiming to attract an additional 10,000 attendees to the game to represent Melbourne's diversity.

Anyone that holds an international passport can register for a free ticket to the match, by simply visiting [www.melbournefc.com.au/welcome](http://www.melbournefc.com.au/welcome).

As part of the celebration the club will be also offering the opportunity for 73 individuals from the 73 different countries that make up the Consular Corps to be involved in a special national flag parade at half time on the MCG surface. The Melbourne Football Club is encouraging people to sign up and represent their country in the flag parade at the MCG.

Through 'Celebrate Melbourne's Diversity', the Melbourne Football Club wants to bring the AFL experience to life in an international scene and create a sense of belonging to the city and the MCG.

The Melbourne Football Club, in partnership with the Melbourne Cricket Club, will work together with Youth Tourism Victoria and the Victorian Tourism Industry Council to engage Melbourne's thriving international backpacker scene.

Through Youth Tourism Victoria, many of Melbourne's major backpackers including Greenhouse Backpackers, YHA Central, Space Hotel, Habitat HQ and Urban Central have come together to provide their international guests a truly memorable and immersive Melbourne experience.

*"Youth Tourism Victoria membership is proud to support the Melbourne Cricket Club and Melbourne Football Club in delivering this amazing opportunity to celebrate cultural diversity by showcasing to international visitors a uniquely Melbourne experience," said Germaine Davey of Greenhouse Backpackers Melbourne and Chair of Youth Tourism Victoria industry advisory group.*

As part of the celebrations, the following activities will happen on the day:

- Welcome messages on the LED signage and scoreboard in a large number of different languages
- Culturally diverse musical and artistic integration
- Designated bays within the lower seating bowl for attendees to sit in and get involved in the fun and colour of the day





- Flag parade at half time using 73 flags of the countries that are part of the Consular Corps in Melbourne, plus the Australian, Aboriginal and Torres Strait Islander flags and accompanied around the stadium by individuals from the respective countries/regions

The event will be held in the lead-up to the AFL's multicultural round, which will be held the following weekend in round 16.

Those interested in registering for a free ticket or to be a part of the national flag parade on the MCG arena at half time should visit [www.melbournefc.com.au/welcome](http://www.melbournefc.com.au/welcome).

For more information please contact Jane McGough on 0409 286 040

