

MEDIA RELEASE
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20TH ANNIVERSARY OF TATTS PARTNERSHIP TO BE CELEBRATED AT THE 2019 TATTS FINKE DESERT RACE

Lottery company, **Tatts**, and the Finke Desert Race Committee will this year celebrate the 20th anniversary of Tatts' naming-rights partnership of the Tatts Finke Desert Race.

The partnership between Australia's official lottery provider and the iconic Northern Territory motorsport event first began in 2000 during the 25th running of the Finke Desert Race.

Now in its 45th year, the race has grown significantly since the partnership began, with the 20th anniversary fittingly coinciding with the largest field of competitors the race has ever seen, with 650 bikes and 157 cars due to contest Australia's toughest off-road race.

Sponsorship and Community Manager, Hans de Koning, said Tatts was proud to lend its support to such an iconic event.

"Tatts is proud to support the Tatts Finke Desert Race for the 20th consecutive year," he said.

"At Tatts, we are passionate about connecting with, and supporting, the communities that we operate in and we are proud to be a part of the Finke family.

"We regard this sponsorship as a great match for Tatts and our ongoing commitment to this sponsorship is our way of saying thanks to the Territorians who support our lottery business.

"It's with great pleasure that we continue 'this tradition of supporting the Tatts Finke Desert Race in 2019 and we look forward to supporting the race for many years to come."

Tatts Finke Desert Race Vice President Claire Ryan said Tatts' sponsorship significantly contributed to the success of the event.

"Without the support of Tatts, the Tatts Finke Desert Race wouldn't be the success it is today," she said.

"Over the 20 years Tatts has been involved, we have seen the event grow considerably, becoming a truly unique and greatly celebrated iconic event.

"We would like to thank Tatts for its ongoing support and we look forward to continuing this strong relationship well into the future."

The sign of Australia's Official Lotteries, the Lott operates and markets Australia's leading lottery games customers know and love creating everyday winners, winning every day.

The 2019 Tatts Finke Desert Race will be held in Alice Springs on the Queens Birthday weekend from 7-10 June 2019.

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For more information, please contact

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