



MEDIA RELEASE

June 6, 2014

Sally Preece – 2014 Finke Hero

Each year the Committee of the Finke Desert Race Inc. recognises an individual, couple or group, for their outstanding contribution to the Tatts Finke Desert Race.

This year's Finke Hero is Sally Preece whose contribution was recognised at the award presentation held during the Finke Family Night yesterday evening at Lasseters Hotel Casino.

In announcing the winner, Finke Desert Race Committee President Antony Yoffa said the award was for a person who had made an outstanding contribution to the success of the event.

An emotional Sally Preece said '.....you do it (the event) because you love it.....and I will be here (working at the event) for a long time yet.....to see where the race has come (over the years) is amazing.....'.

Sally served on the Finke Desert Race Committee as Treasurer from 1989 to 1995 and continues as a volunteer at the Deep Well Checkpoint 68 kilometres from the Alice Springs start.

Previous winners of the Finke Hero Award are:

2005 Eileen McRae

2006 Alan Page

2007 Gary & Lyn Butterfield

2008 Jol Fleming

2009 Jill Brooks

2010 Sam Cooke

2011 Bryan Cartwright

2012 John Mudge

2013 Warwick & Marilyn Barrett



Tatts has been the naming rights sponsor of this NT Tourism Award winning event since 2000.



The 2014 Tatts Finke Desert Race is to be held from Saturday June 7 to Monday June 9.

Follow the event on 8HA the event's official broadcaster by tuning in to 900 AM and catch the vision of all the action on the live stream on the event website www.finkedesertrace.com.au

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