



## **MEDIA RELEASE**

**Tuesday 7<sup>th</sup> March, 2017**

### **WOLF BLASS GIVES FANS THE CHANCE TO ATTEND EVERY AFL FINALS SERIES MATCH IN 2017**

Wolf Blass will be making AFL history in 2017 by offering three lucky winners the chance to chase every 2017 AFL finals match across the country and witness first hand September's greatness.

The three winners, each accompanied by a friend of their choice, will attend the four Qualifying Finals, two Semi-Finals, two Preliminary Finals and of course, the Holy Grail, the 2017 AFL Grand Final.

Wolf Blass is excited to announce three noteworthy AFL campaign ambassadors, who are all passionate about chasing glory on the big stage, Western Bulldogs Premiership coach Luke Beveridge, Adelaide Crows women's league recruit Abbey Holmes and AFL legend, Kevin Sheedy.

Wolf Blass is the first commercial ambassadorship for the 2016 Premiership coach Luke Beveridge, Beveridge felt he related to the 'Chase the Finals' campaign through his own experiences in the AFL.

"In the context of what has happened at the Bulldogs in recent times, it seems pretty obvious what we were chasing." Beveridge said.

"Success for different people means different things and it isn't necessarily winning the Premiership but ultimately you can't steer away from the cold hard fact that the Premiership Cup is what we're really chasing."

"I'm excited to come on board as an ambassador for this fantastic campaign, it celebrates the passion and the persistence that is on display during every match of the AFL Final Series."

Angus Lilley, Wolf Blass Marketing Director, said that this competition is the evolution of the 'Here's to the Chase' campaign and heroes Wolf Blass' ongoing sponsorship of the AFL.

Wolf Blass has proudly sponsored the AFL since 2015 and in 2017 signed on as a foundation sponsor of the AFL Women's competition.

"We are really excited to continue our partnership with the AFL and offer fans this incredible money can't buy experience" Lilley said.



To enter fans simply have to purchase any participating bottle of Wolf Blass wine in March or April and enter online at [wolfblass.com](http://wolfblass.com)

For more information regarding the competition, please visit [wolfblass.com](http://wolfblass.com)

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**For more information about the *Wolf Blass 'Chase the Finals' competition*, please contact:**

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NOTE TO EDITORS

### **About Wolf Blass Wines**

Wolf Blass was established in the Barossa Valley in 1966 and has grown from a humble tin shed to become one of the world's most successful and awarded wine brands. A recipient of more than 3,000 medals and trophies at national and international wine shows, the essence of Wolf Blass wines is exemplified through the passion of its custodians past and present as they continuously strive to produce wines of quality, character and consistency.

Visit [www.wolfblasswines.com.au](http://www.wolfblasswines.com.au)

