

Friday, 4 November 2011

CLIPSAL 500 ADELAIDE LAUNCHED

More attractions on and off the track and reduced-price tickets will be features of the 2012 Clipsal 500 Adelaide, which was officially launched today.

Premier and Minister for State Development Jay Weatherill says the majority of ticket prices for the 2012 event have been reduced or held at this year's prices, which will continue the event's reputation as a value-for-money event.

"Over its 13 year history, this event has contributed almost \$320 million to South Australia's economy," Mr Weatherill said.

"The economic benefit flowing from the 2011 event is more than \$34 million.

"The Clipsal 500 Adelaide is more than just motorsport – it has developed a reputation as an event with a diverse range of attractions, which keeps getting better.

"It also has a proud history of supporting charity and I'm pleased to announce that the official charity for next year's event will be the Juvenile Diabetes Research foundation."

Highlights of next year's event include:

SENNA Stand, with viewing of the chicane, becomes an open-air facility and ticket prices have been reduced by 27 per cent from \$255 to \$200 for four days of premium reserved seating

PIRIE Street stand tickets have been reduced considerably from \$280 to \$265 for four days.

ABOUT half of all ticket prices have been reduced or remain the same and 60 per cent of all grandstand tickets have been reduced or remain the same.

TRACKSIDE viewing decks will be constructed with Premium Trackside tickets offering access to Gold Zones and a new Pit Straight Adrenaline Bar with views of the circuit.

DISNEY-Pixar CARS Truck Tour with the CARS 2 movie interactive display

SHOWTIME FMX stunt motor bike show

AUSTRALIAN Defence Military Dog Show

Eight racing categories are to be included in the 2012 event program (V8 Supercars, Fujitsu V8 Supercars, Australian GT, V8 Utes, Touring Car Masters, Carrera Cup, Formula 3, and Aussie Racing

Cars) with other attractions including a 'Route 66' display, the ArmorAll Show & Shine, the Ladies Day Luncheon, the Matt Mingay stunt team, and drag car demonstrations.

Four nights of entertainment in the Adelaide Casino Live Large Concert will be free to Clipsal 500 Adelaide ticketholders with the line-up to include INXS, The Living End, Sneaky Sound System, Spiderbait, Mark Seymour & The Undertow, You Am I, Wynter Gordon, The Potbelleez, Zoe Badwi, Tonite Only, Mr Wilson, and Slicker Cities.

In association with Music SA, the Thursday night concert will showcase South Australian acts with Bands on Track.