



6/12/11

## **CLIPSAL 500 ADELAIDE AGAIN NAMED AS BEST V8 SUPERCAR EVENT**

South Australia's V8 Supercar carnival, the Clipsal 500 Adelaide has been named the best event of the 2011 season – the eighth time it has been recognized as Australia's best domestic motor sport event.

Best event award number eight comes after it was inducted into the V8 Supercars Hall of Fame in 2005, with that recognition making it ineligible for the annual award for a period of three years.

The Clipsal 500 Adelaide is the only event to be elevated to Hall of Fame status that is normally reserved for champion drivers.

Speaking at the V8 Supercar award ceremony held in Sydney on Monday night (December 5, 2011) South Australian Motor Sport Board Chairman Mr. Andy Ford paid tribute to the SA Government, retired Chairman Mr. Roger Cook, the Board, management, and staff, and "all South Australians".

'We have always had magnificent support from the Government and the entire South Australian community, and I accept this award on their behalf', he said.

Mr. Ford said that the contribution of naming rights sponsor Clipsal and the motor sport volunteer officials had also been vital to the ongoing success of the event.

'We are fortunate to have an extremely enthusiastic and loyal group of contributors who take personal pride in the event. For everyone involved it is far more than a job, it's a way of life', he added.

Former South Australian Motor Sport Board Chairman Roger Cook was also individually recognized with an Appreciation of Service award.

This year's (2011) award winning Clipsal 500 Adelaide welcomed its three millionth fan in the thirteen year history of the race, and attracted 270,800 attendees over the four days.

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Since the first event in 1999 the event has provided a benefit to the South Australian economy of some \$320 million dollars, with the 2011 event contributing \$34.03million dollars.

Mr. Ford said the Clipsal 500 Adelaide team was now well advanced for the staging of next year's event as Round One of the 2012 V8 Supercars Championship.

'Our theme for the event is "The Race That Rocks", and as ever we are determined to make it the best in the business', he said.

Major awards won by the Clipsal 500 Adelaide include:

***Australian Tourism Awards***

*Winner Major Festivals & Events – 2003/04, 2005, 2007 & 2008*

***V8 Supercars Australia Motorsport Event of the Year***

*1999, 2000, 2001, 2002, 2003, 2004, 2005, 2011*

***V8 Supercars Australia Hall of Fame***

*2005*

***South Australian Tourism Awards***

*Winner Major Festivals & Events - 2001, 2002, 2003, 2005, 2006, 2007 & 2008*

*Winner Tourism Product Marketing – 2004*

*Gold Medal Major Festivals and Events -2011.*

***South Australian Tourism Awards Hall of Fame***

***Winner Major Festivals & Events – 2003 & 2007***

***For further information contact:***

Mike Drewer, Publicity Manager, Clipsal 500 Adelaide

Mobile 0419 273 333

Email: [m.drewer@bigpond.com](mailto:m.drewer@bigpond.com)