

Media Release

FOR IMMEDIATE RELEASE

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Adelaide Casino - 'the place that rocks' for Clipsal

The *Adelaide Casino Live Large Concert Series* will get the city rocking next March for the 2012 Clipsal 500 Adelaide.

Now in its third year as a major sponsor of Clipsal 500, Adelaide Casino is the naming rights sponsor for the four night concert series that will welcome Australian rock legends INXS to the stage, along with Sneaky Sound System and a number of local bands and DJs.

Adelaide Casino General Manager, David Christian, said the Casino was a proud supporter of one of Australia's largest sporting events and was thrilled to see such a blend of international and local talent on the concert line-up.

"The Clipsal 500 carnival aligns strongly with our commitment to delivering world-class entertainment and is extremely positive for South Australia," Mr Christian said.

"As the official off-track venue for this year's race, Adelaide Casino will be the place to be in the lead up to the race and across the big weekend.

"We are also hoping to extend the "Bands on Track" - which will take place on the opening night of Clipsal 500 Adelaide - inviting various local bands and artists to perform at Adelaide Casino as part of our ongoing support of local talent.

"With our six bars and four restaurants and a great variety of exclusive games and special activities to celebrate Clipsal fever, we truly do have something for everyone."

As naming rights sponsor of the *Adelaide Casino Live Large Concert Series*, the Casino will have access to the V8 drivers as well as concert performers and is set to be 'the place that rocks' for the entire race weekend.

"In supporting the 2012 Clipsal 500 Adelaide, Adelaide Casino is really stepping up to its commitment to 'Live Large'. Hundreds of thousands of tourists visit the Adelaide Casino each year while visiting South Australia and it is an especially popular attraction for tourists during the Clipsal 500 Adelaide," Mr Christian said.

ABOUT ADELAIDE CASINO

The Adelaide Casino opened its doors in the historic Railway Station building in 1985. In 2000, the SKYCITY Entertainment Group bought Adelaide Casino and it remains a significant employer in South Australia, injecting more than \$40 million into the state each year. For more information visit www.adelaidecasino.com.au

For the latest information about the action at Adelaide Casino visit www.livelargeguide.com.au

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