

MEDIA RELEASE

ROAD TRAIN REVS UP

Coca-Cola Rugby League Road Train hits Narooma this season

Sydney, 12 April 2005 – Narooma football fanatics can get fired up for another season of the Coca-Cola Rugby League Road Train.

Since its development four years ago, the 25 metre long, 30 tonne Road Train has travelled more than 100,000 kilometres and has had more than 300,000 visitors who have participated in interactive Rugby League activities, enjoyed seeing priceless memorabilia and even met some of the players themselves.

The Coca-Cola Rugby League Road Train will be at Bill Smyth Oval on McMillan Road on Tuesday 12 April between 1pm and 3pm. Ryan O'Hara, prop for the Canberra Raiders, will be on board the Road Train to meet fans and sign autographs.

This year, along with interactive entertainment from 2004 – *Video Ref* and *Call the Game* – the Road Train has some new activities that will have fans banging down the trailer to get in! *Be a Trainer* is an animated activity hosted by Newcastle Knights Hooker Danny Buderus, which allows visitors to assist in training an NRL player. A *Greatest Moments in State of Origin* competition will also feature, celebrating 25 years of one of the nation's hottest series – The Rugby League State of Origin.

One of the highlights of the 2005 travelling schedule is the Road Train's involvement in the State of Origin Legends Relay, which will see the Road Train participating in several community related events throughout NSW and Queensland raising money for the *Make a Wish Foundation* during May and June.

"Our involvement with the Rugby League Road Train is important to us, as we are dedicated to reaching fans in all different communities, particularly those that might not have the opportunity to see the game up close," said Hartley Anderson, Sponsorship Manager for Coca-Cola Amatil NSW.

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“There is real excitement for fans, especially with the interactive activities and memorabilia, which are not things you get to see and experience every day,” Hartley said.

In addition to the Road Train’s involvement in the State of Origin Legends Relay, it will tour regional NSW, including the Riverina and South Coast as well as travel extensively throughout Sydney.

For a full list of activities aboard the Coca-Cola Rugby League Road Train, please see attached.

Ends...

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COCA-COLA RUGBY LEAGUE ROAD TRAIN

2005 CONENTS

Video Ref

The game referee defers to the Road Train's visitor as they make the final (Video Ref) decision based on watching game footage.

Call the Game

Visitors participate by viewing a passage of play with commentary that leads to a try. They then have the opportunity to participate themselves by watching the same piece of footage again - but this time they are the commentator.

Be a Trainer

A new animated activity for 2005 hosted by Newcastle Knights Hooker Danny Buderus, which allows visitors to assist in training an NRL player.

25 Years of State of Origin

To celebrate 25 years of State of Origin the Road Train will be running an exciting Greatest Moments in State or Origin Competition with lots of prizes to be won.

PS2

With Sony confirmed as a Coca-Cola Rugby League Road Train sponsor for 2005, the Road Train will feature screens dedicated to the latest games, including the NRL game on PS2.

Memorabilia

Visitors will have the opportunity to see priceless Rugby League memorabilia including the Telstra Premiership Trophy and the State of Origin Shield.