



Michelle O'Byrne, MP

Acting Minister for Tourism

Wednesday, 20 August 2008

Tassie AFL Bid - Believe Bars Go on Sale

The Acting Minister for Tourism, Michelle O'Byrne, today announced that the first of three million specially-packaged Believe chocolate bars have gone on sale promoting Tasmania's AFL bid.

Ms O'Byrne said the Believe bars, which were Mars bars being sold under a different name to support a Tasmanian AFL team, had hit Tasmanian retailers before being rolled out to about 10,000 shops nationally.

"As the major sponsor of Tasmania's bid, Mars has taken the unprecedented step of changing the name of its flagship chocolate bar in Australia to the Believe bar.

"In addition, Mars has organised an SMS number that it is promoting on the Believe bar packaging for people to text through their support for the Tasmanian bid.

"It is a tremendous initiative, and shows that a Tasmanian team has serious support from the corporate sector, which is an important part of any business case we take to the AFL for consideration.

"Work is continuing on identifying and securing further corporate sponsors, and we look forward to being able to make more announcements in the near future," Ms O'Byrne said.

Ms O'Byrne said Tasmania had a compelling case for inclusion in the national competition.

"On a whole range of benchmarks including economic performance, population growth, football history, participation rates, and corporate and community support, Tasmania's inclusion in the AFL's premier national competition should be seriously considered.

"The State Government intends to do our AFL bid justice with a professional business case that properly conveys our case for inclusion. It is critical that the business case we submit to the AFL is of the highest calibre.

"Tasmania deserves nothing less," Ms O'Byrne said.

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