



MEDIA RELEASE

THE *Million Dollar*[™] LUNCH

CROWN PLAYS HOST TO THE 'MILLION DOLLAR LUNCH'

FRIDAY, 30 JULY 2010

Tuesday 22 June 2010. Melbourne, Australia. The Million Dollar Lunch is renowned as the most prestigious networking and fundraising luncheon on the social calendar. Bringing together Australia's most influential business leaders, entrepreneurs and some of the biggest names in entertainment industry, with one ambitious aim, to raise \$1 million dollars for children with cancer, via the KOALA Foundation (Kids Oncology Leukaemia Action Foundation).

On Friday, 30 July 2010, Crown will again play host to this extraordinary event dubbed the 'greatest contact lunch in the country', where an array of prominent guests and industry leaders will pay \$1,000 per person, to raise funds.

Guests will indulge in culinary delights, courtesy of Crown's most famous chefs including Gordon Ramsay's maze restaurant's Josh Emett, Number 8's Joe Hlusko and Nobu's Tadashi Takahashi, being teamed with Maha's Shane Delia; along with supreme Australian wines, outstanding entertainment, breathtaking auction items, incredible raffle prizes and the renowned Million Dollar Lunch Bar designed by artist David Bromley.

Committed to helping the KOALA Foundation achieve its vital ambition, this incredible charity event has raised \$6,144, 250.00 million over the last five years, for kids with cancer, making a real difference to their treatment, care and support. Each and every glass of French Champagne, premium wine, culinary delight, prize and auction item have been generously donated, including the legendary Million Dollar Lunch Bar and the Palladium at Crown.

What:	Crown Presents the 'Million Dollar Lunch'
When:	Friday 30 July 2010 from 12:00pm
Location:	The Palladium at Crown
About:	Formed in 1992, as the Kids Oncology and Leukaemia Action Group (KOALA Foundation) is run by parents of children who are being, or have been treated for cancer in Victoria. KOALA Foundation is a volunteer organisation with no fixed costs as its administration is sponsored. This means that virtually 100% of net funds raised, go directly to where the money is needed to help the kids and their families.
Information:	www.koalafoundation.org.au

For further media information including media access, interviews, post photography please contact;

Natasha Stipanov
Media Relations Manager - Gaming & Corporate
Crown Entertainment Complex
Telephone: 03 9292 8671 / 0434 187 828
Email: natashas@crownmelbourne.com.au

Ann Peacock
General Manager - Public Relations
Crown Entertainment Complex
Telephone: 03 9292 8607 / 0412 334 614
Email: annp@crownmelbourne.com.au