



MEDIA RELEASE

MELBOURNE CUP 150TH CELEBRATIONS COMMEMORATED WITH WORLD PREMIERE EXHIBITION

Photo Finish. The official portrait exhibition celebrating the 150th running of the Melbourne Cup

Melbourne, Australia. June 2010. To celebrate the 150th running of the Melbourne Cup, Crown in conjunction with the Victoria Racing Club, will present this year's major photographic exhibition, **Photo Finish**. Taking place from Thursday 30 September until Sunday 7 November 2010, in the Atrium at Crown, **Photo Finish** will showcase a stunning and unrivalled collection of modern portraiture. A unique and stylish celebration befitting of this year's Melbourne Cup milestone.

Photo Finish will present an extraordinary and exclusive set of 35 highly stylised portraits showcasing prominent jockeys, trainers, breeders, owners, officials, bookmakers, racing identities and celebrities. They include Melbourne Cup legend Bart Cummings, champion jockeys Frankie Dettori, Glen Boss and Damien Oliver, internationally renowned trainers Luca Cumani, Dermot Weld and Gai Waterhouse and New Zealand breeder, Sir Patrick Hogan, to name but a few.

Each will be captured by some of the world's leading photographers including Earl Carter, Tyler Stableford, Julian Kingma and John Tsiavis.

Unquestionably, **Photo Finish** will be a world-class exhibition, spotlighting the Melbourne Cup's unrivalled position on the world's sporting calendar with a modern and artistic record of the best-known racing personalities today and beyond.

"What better way for Crown and the VRC to mark the 150th running of the Melbourne Cup but with a photographic exhibition celebrating some of racing's most prominent figures," said Mr David Courtney, Crown's Chief Executive Officer. "Melbourne is internationally renowned as Australia's arts and sporting capital and Photo Finish will successfully combine these two elements resulting in an outstanding artistic achievement."

Mr Rod Fitzroy, Chairman of Victoria Racing Club added, "the generosity of Crown to present Photo Finish - a unique photographic exhibition featuring many of the characters and personalities of racing who have a tangible link to "the race that stops a nation™", is indicative of their support for racing and the Victoria Racing Club."

"All at the VRC look forward with great expectation to enjoy the artistic interpretation of these personalities as expressed by leading photographers from around the world. It would unquestionably be a highlight of the 150th Melbourne Cup celebrations."

Further portrait subjects to be announced in the coming weeks.

What:	Photo Finish
Where:	The Atrium at Crown Entertainment Complex
When:	Thursday 30 September until Sunday 7 November 2010. On display all day, everyday.
Admission:	Free
Details:	www.crownmelbourne.com.au

For further information, interviews or images please contact:

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