

MEDIA RELEASE

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JUPITERS AND TREASURY JOIN FORCES WITH THE MAROONS



*MC John McCoy with Treasury and Jupiters Managing Director Geoff Hogg at QRL announcement.
Image by Jeff Camden.*

Jupiters Hotel & Casino and Treasury Casino & Hotel are proud to announce a three-year deal with Queensland Rugby League to become an official partner of the QRL, and the home of the XXXX Queensland Maroons.

The partnership was unveiled today at the naming of the Queensland squad for the first match of this year's State of Origin series, to be played in Sydney on May 27.

Under the agreement, Treasury and Jupiters will embark upon significant on-property initiatives, including extensive game-day activations and year-round opportunities for Maroons fans at their Brisbane and Gold Coast property locations.

Treasury and Jupiters Managing Director Geoff Hogg said more detail around the plans for 2015 and beyond would be released in due course.

"We're delighted to be on board with the QRL and the Queensland Maroons for the next three years through our properties Treasury Brisbane and Jupiters Gold Coast," he said.

"There is nothing more quintessentially Queensland than the passionate state-wide support offered to the Origin team each season, and through Treasury Brisbane and Jupiters Gold Coast we will help drive some special fan engagement activities.



“From the home of the Maroons, you would expect nothing less.

“We’re proud to be supporting this State, and the Maroons, but also all those fans involved in the game of rugby league across so many levels in Queensland.

“Having a strong and ongoing connection to community groups and organisations, and fostering local spirit, is incredibly important to us.”

QRL Chairman Peter Betros said: “We’re thrilled to welcome Treasury and Jupiters into the QRL and Maroons’ family at such an exciting time of the year. This year’s series is shaping up to be another dynamic contest between two of the country’s greatest sporting rivals.

“This partnership opens up new doors for fans eager to embrace the spirit and passion of Origin. We can’t give too much away just yet, but in the near future we’ll be able to announce a major component of this partnership which I’m sure will be a big hit with fans.”

Following the partnership announcement, Mr Hogg also outlined an initiative that will have the Maroons on a fundraising mission during this year’s Origin series.

For every point Queensland scores during the three matches in 2015, Jupiters Hotel & Casino and Treasury Casino & Hotel will contribute \$5,000 to Ronald McDonald House South East Queensland.

“We’re delighted to be driving this program for Ronald McDonald House South East Queensland,” Mr Hogg said. “Their vital work in assisting regional Queenslanders access lifesaving medical treatment in Brisbane is inspirational.”

The campaign to aid seriously ill children and their families is part of a pledge to raise \$3 million over three years for Ronald McDonald House South East Queensland.

The initiative will assist Ronald McDonald House South East Queensland develop the charity’s new South Brisbane House and support their Family Rooms at the Gold Coast University Hospital.

Ronald McDonald House South East Queensland CEO Christopher Macaulay said the initiative is a great opportunity for the organisation.

“Our partnership with Jupiters Hotel & Casino and Treasury Casino & Hotel, supported by their parent company Echo Entertainment Group, has grown from strength to strength and we are pleased to be recognised within their latest initiative during the 2015 State of Origin series,” he said.

“This fantastic opportunity will generate funds and greater awareness of our capital campaign, enabling us to build the new Ronald McDonald House at South Brisbane and continue to support families from across Queensland.



“As demand for our accommodation and support services continues to rise steadily, we thank Treasury and Jupiters for their ongoing contributions which have had immense benefits for our organisation.”

Treasury and Jupiters employ more than 3,500 people in Queensland and are proud to support a range of community groups, charities and sponsorships including Surf Life Saving Queensland (supported since 1994), Cerebral Palsy League of Queensland (supported since 2002) and Ronald McDonald House South East Queensland. More than \$100 million has been contributed to the Jupiters Casino Community Benefit Fund (now the Gambling Community Benefit Fund) since 1987 for grants to community groups across Southern Queensland.

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