



**Holiday Inn Melbourne on Flinders**

575 Flinders Lane, Melbourne 3000

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**Holiday Inn Melbourne Airport**

10-14 Centre Road, Melbourne Airport 3045

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June 2012

**Bendigo Pioneers Partnership**

As the Official Hotel Group of the Australian Football League (AFL), Holiday Inn hotels in Melbourne are pleased to announce their support of young regional players through its newly established partnership with the Bendigo Pioneers Football Club.

Bendigo local and AFL hopeful Jake Stringer from the Bendigo Pioneers' Talented Players Pathway Program has been nominated as the Holiday Inn's Stay Fanatical ambassador, and is tipped to be drafted to the AFL in 2013.

"We are proud to be supporting regional players and their families through this partnership, we hope to see young talents like Jake achieve their sporting ambitions," said Holiday Inn Melbourne on Flinders' Hotel Manager, Garry Beadel. "Family means a lot to us at Holiday Inn, so we're very pleased to be able to facilitate this family support for the players."

Throughout the season, Holiday Inn will provide the Pioneers and their families accommodation at both hotels in Melbourne, situated near Southern Cross Station in the city and at Melbourne Airport.

"The TAC Cup is an elite underage program and to have a sponsor like Holiday Inn supporting our program is great for our region. The partnership is fantastic for us because along with the athletes, we get to put parents up too," said Leigh Byrne, Bendigo Pioneers Football Operations/Marketing.

"The hotels also give us a link into Melbourne. Travelling from regional Victoria to support the boys at a game would be really hard otherwise."

Stringer added, "At least half our season is played away from home and mostly in Melbourne, and usually all the parents try to come down and watch. It will be great to have them stay close to us at Holiday Inn."

As part of Stay Fanatical, Holiday Inn will be giving away prizes to AFL fans to watch their teams play. For more information, please visit <https://www.facebook.com/hiaustralasia> and see the Stay Fanatical AFL application.

Since 1992 the TAC Cup has become the major source of AFL Draftees with more players recruited to the AFL from the TAC Cup than from any other competition throughout Australia.

The TAC Cup has also been very successful in providing an opportunity for talented country players to play in a very high standard competition without having to relocate to Melbourne and for providing quality young players, not only to the AFL, but also to the senior VFL competition and local country and metropolitan football. Importantly, 95 per cent of TAC Cup graduates continue to play football.

For more information on Bendigo Pioneers, including fixtures and results please visit <http://bendigopioneers.aflvic.com.au>.

ENDS

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Holiday Inn Melbourne on Flinders is a 200 room hotel situated on Flinders Lane by Southern Cross Station in Melbourne city. The hotel boasts meeting rooms, restaurant & bar, pool, sauna, valet car parking services, all in a convenient city location.

Holiday Inn Melbourne Airport is a 198 room hotel situated not far from the airport terminals. The hotel offers a complimentary airport shuttle service for guests, onsite parking, restaurant & bar, meeting facilities, pool and gym.

For bookings visit [www.holidayinn.com](http://www.holidayinn.com)

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