



MEDIA RELEASE

Monday, 23 July 2018

GRV Media Release – AFL stars extend their roles with Victorian Greyhound Racing

Football identities Brent Harvey and Bernie Vince will continue their roles as ambassadors for Greyhound Racing Victoria.

The two highly-accomplished footballers have both had vitally important roles promoting the Victorian greyhound racing program and GRV's adoption program and will continue these into 2019.

AFL games record holder Harvey signed on as GRV's racing ambassador last year, becoming the face of several major race meetings and carnivals as well as promoting the heroes of the sport.

Vince has been with GRV since early 2016 as the ambassador for the Greyhound Adoption Program – a role that has seen him promote greyhounds as pets. In this time, GAP has set new records for its adoption numbers.

Harvey said he was delighted to continue to promote greyhound racing.

"Greyhound racing is everything you could want in a sport – it's quick, it's dramatic, it's colourful, it's action packed and the big meetings right across Victoria are amazing events," Harvey said.

Vince said he was excited to commit once again as GRV's adoption ambassador.

"It's given me a lot of joy to tell people about how great greyhounds can be as pets," Vince said.

"I've always been a dog lover and over the past two years as the GAP ambassador I've become very fond of greyhounds. They're so easy-going and friendly and I can't recommend them highly enough.

GRV CEO Alan Clayton said the continuing endorsement from the two football stars was indicative of Victorian greyhound racing's direction.

"Over the past three years Victorian greyhound racing has undergone significant change and is a strong, thriving and thrilling sport," Mr Clayton said.

"Victorian greyhound racing has an exciting future and we are really delighted to have Brent Harvey continue as the ambassador for our wonderful sport."

Mr Clayton said increasing awareness of greyhounds as great family-friendly pets was a huge focus for GRV and the greyhound racing industry.



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“We are continually spreading the word that greyhounds are beautiful, relaxed, affectionate, low-maintenance pets and having a high-profile footballer who is a dog lover such as Bernie Vince sharing that message has helped us get that message out far and wide,” Mr Clayton said.

“Bernie is passionate about greyhounds, having fostered one himself, and has been an important voice for us in telling the world about how great they are as pets.”

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