



## **Media Alert - (Opportunity for Vision of Yarra River Spectacle)**

**53rd Annual Head of the Yarra - Saturday November 26<sup>th</sup> 2011**

### **Armada of Rowing 8's take to the Yarra.**

On Saturday 26<sup>th</sup> November a flotilla of rowing eights including large contingent interstate and International crews will compete on the Yarra for the title "Head of The Yarra". This year's event marks the 53<sup>rd</sup> running of Australia's Rowing Classic.

Stretching over 4 kilometers end to end, the flotilla of racing eights provide a wonderful showcase and spectacle for the 10,000 spectators & supporters who follow the race along the 8.6km course from the City of Melbourne to the finish at the Hawthorn Rowing Club.

This year's event is set to showcase some of Australia's best male & female rowing talent with 193 rowing eights (1737) competitors. Aged from school students right through to Olympians and Masters rowers of both sexes, the crews will race each other and the clock for section honors and the title "Head of the Yarra".

The University of Melbourne crew, last year's winners with Beijing Olympic medalists Cameron McKenzie-McHarg and James Marburg on board will have a fight defending their title. While local Mercantile Rowing club with Olympic Gold medalists David Crawshay & Drew Ginn on board are keen to avenge last year's defeat, interstate raiders with top crews from Universities of Qld, WA, Adelaide, ANU and Sydney are all keen to take the silverware out of Victoria.

The Sydney University Boat club with six of the Kings Cup Eight title holders on board, including Fergus Pragnell the stroke of the Australian Men's Eight in the drivers seat look, like the crew to watch.

A strong field of interest with interstate and international challenges from New Zealand (2 crews, Queensland (37 crews) and a crew from Partez rowing club in Japan attest to the Head of the Yarra's stature as Australia's Rowing Classic.

Ends.....

#### **Media Enquiries:**

- Pat Freeland-Small Mobile 0418 631862 Work 8344 8705
- Photo shoots & interviews with athletes and crews in training can be arranged via appointment.

Opportunities include:

- School Crews, Male & Female,
- Elite crews from University of Melbourne & Mercantile R.C and Sydney University Boat club. (Including Male & Female Olympians & world Champions)
- Master's Crews including: five crews in 71yrs plus category and a crew of Vietnam Vets.
- Mixed, Leisure and club crews from all over Victoria, Interstate and internationally
- Partez Rowing Club Japan

Crew lists & statistics available at:

<http://roms.rowingaustralia.com.au/Rowing/Regattas/RegattaView.aspx?id=adb4f7b1-174b-479e-bc90-cdd6dd926171>

**Media detail for Saturday 26<sup>th</sup> November attached.**

**Website:** [www.headoftheyarra.com](http://www.headoftheyarra.com)

# **AUSTRALIA'S ROWING CLASSIC**



**2011 HEAD OF THE YARRA RACE DAY MEDIA OPPORTUNITIES TIMETABLE**  
**Saturday November 26th 2011.**

<b>10.00am</b>	<b>River closure</b> <i>(1 hour prior to race time)</i> <b>Crew Preparations &amp; Boating to river</b>	Crews muster at boat staging area: Rowing sheds in Melbourne – Jefferies Parade (Melways Map 2F, Ref K7). River is closed to all non-race traffic at 10.00am. <b>Fabulous Photo Opportunity from Henley judges box looking west to city skyline just prior to 11.00 am, with about 40 rowing 8's mustering prior to race start</b>
<b>11.00</b>	<b>First of 193 crews start at Henley Judges Box</b> <b>Crews are arranged in a Grand Prix style grid pattern across the river.</b> <b>Staggered time starts by Section progressively over 3 1/2 hours</b>	<b>First crew to start: Men's Masters H+ (Oldest Crews 71 years plus)</b> Course is 8.6km upstream to Bridge Rd, Hawthorn. Bicycle tracks to the north and south of the river carry 1000's spectators and on-lookers.  <b>Last crew to start: Men's Open at approximately 2.37 pm.</b> <b>Photo Opportunities</b> from Swan St Bridge, Anderson St Bridge and Alexander Ave (1 km west of Grange Rd Bridge – "Big Bend") as crews make way up the Yarra to Hawthorn. Helicopter shots from 12.30pm onwards will capture the Yarra littered with Rowing Eights (Note: 204 rowing eights end-to-end will stretch over 4kms).
<b>11.37pm</b> <i>(approx)</i>	<b>First crew crosses Finish line at Hawthorn</b>	<b>The first category to start / finish will be the Men's Masters H+, the oldest competitors in the race.</b>
<b>2.25pm</b> <i>(approx)</i>	<b>Women's Open crews start</b> <b>Feature Race (3hrs 39min after event start time)</b>	<b>Fastest Women Open Crews featuring Olympians and world champions</b> <b>Photo Opportunities:</b> <ol style="list-style-type: none"> <li>1. Women's Fastest Crews, including Olympians &amp; World Champions in, Melbourne University &amp; Mercantile Boat clubs. Finishing at Hawthorn around 2.50pm at Bridge Road Bridge, Hawthorn.</li> <li>2. Best vantage point for Finish from Hawthorn Rowing Club Balcony. Contact Pat (0418 631862)</li> </ol>
<b>2.30pm</b> <b>3.00pm</b> <i>(approx)</i>	<b>Men's Open crews start</b> <b>Feature Race &amp; Fastest Crews</b> Last Open crew starts	<b>Fastest Men's Open Crews featuring ANU, Adelaide, Melbourne, Sydney, &amp; Queensland Universities &amp; Mercantile Boat Club with a host of Olympians and world champions</b> <b>Photo opportunities:</b> <ol style="list-style-type: none"> <li>1. Men's Fastest Crews, with Olympians &amp; World Champions on board, finish at Hawthorn around 2.55 pm</li> <li>2. Best vantage point for Finish from Hawthorn Rowing Club Balcony. Contact Pat (0418 631862)</li> </ol>
<b>3.05 pm</b>	<b>Last crew finishes</b>	Calculation of race times commences <i>(should take approx 10 mins)</i> .
<b>3.25pm – 3.55 pm</b> <i>(approx)</i>	<b>Presentations of winners &amp; trophies and announcement of "Head of the Yarra"</b>	<b>Yarra Bank Reserve (off Creswick St) Hawthorn.</b> (Melways Map 2H, Ref H6) <b>Commences 20 mins after last crew finishes (30 min duration)</b> <b>Photo Opportunity: Winning Crew Presentations at Yarra Bank Reserve, Hawthorn in front of crowd of 8,000 people – Open Crew's &amp; Head of the Yarra winners presented First at approx 3.30 pm</b>
<b>4.45 pm</b>	<b>Winners press release &amp; results posted to Website</b>	Note: verbal results available from 3.45pm to assist TV newsrooms by phoning Pat Freeland-Small on 0418 631 862. <b>Full results from 4.45 pm: <a href="http://www.headoftheyarra.com">www.headoftheyarra.com</a></b>

**Media Contact:** Pat Freeland-Small, M: 0418 63 1862

**Race Commentary** Peter Landy M. 0418 553840 John Stewart, M: 0400 873 531

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