

MELBOURNE STAR OBSERVATION WHEEL TURNS PURPLE IN SUPPORT OF MADDIE'S MATCH

On Saturday July 8, Melbourne Star Observation Wheel will turn purple and light up the town in support of Maddie's Match, the St Kilda verses Richmond AFL match at Etihad Stadium.

All tickets purchased for Melbourne Star Observation Wheel with the promotional code MRV40, will contribute \$5 to the Maddie Riewoldt's Vision charity.

The only giant observation wheel in the Southern Hemisphere, Melbourne Star is fitted with 3.7 kilometres of energy-efficient LED tubing. The tubes are connected electrically to each other and fastened to the structure using specially designed straps, which enable technicians to create an array of patterns and colours in a spectacular lighting display.

Once a light show is created, it is uploaded wirelessly to a server located on the hub of the wheel, which then plays the show on a continuous loop. The system was designed in Korea by LG and is maintained in Melbourne by local suppliers and engineers.

Maddie's Match (Round 16), sees AFL rivals the St Kilda Football Club take on the Richmond Football Club, at 7:25pm at Etihad Stadium, in a game of rivalry but one that has obvious family ties, bound by love.

Maddie Riewoldt sister of St Kilda forward Nick Riewoldt and cousin of Richmond forward Jack Riewoldt passed away in 2015 from Bone Marrow Failure. Her favourite colour, purple, has come to represent her legacy and vision, to better understand and find a cure for Bone Marrow Failure Syndromes.

Maddie's Match aims to raise funds to help adolescence and young adults suffering from Bone Marrow Failure Syndromes. In 2015 Maddie's Match raised \$314,000, a figure the charity hopes to match or better this weekend.

The Riewoldt family are encouraging ALL Australian's to go online and make a donation – donate a purple \$5 note (or more) - donations can be made at www.mrv.org.au/maddiesmatch or purchase a ticket and take a flight on Melbourne Star Observation Wheel using the promo code MRV40, and use social media with the hashtag #HighFiveForMaddie.

"As a Melbourne landmark, we see it as our responsibility to show support for charities that touch our hearts," the Managing Director of Melbourne Star, Toshiya Kawasaki, said. "Our ability to develop a unique light display on Melbourne Star allows us to express our support and reflect the wider sentiment of Melbournians – and #HighFiveForMaddie."

One of Victoria's highest profile attractions, the Melbourne Star Observation Wheel offers a 30-minute journey in the climate-controlled panoramic cabins, which give passengers stunning 360-degree views of Melbourne and beyond. Experience a view of the city like never before in the warmth and comfort of a cabin on the only giant observation wheel in the Southern Hemisphere.

Whether you fly in daylight admiring the ever-changing port, fast-flowing freeways or million-dollar yachts berthing in the harbor or after dark to enjoy the dazzling multi-coloured LED light display, there is always something interesting to see.

Melbourne Star is at 101 Waterfront Way, Docklands. It is open from 11am to 7pm. Last ticket sales close 45 minute prior to advertised closing time. Last flight leaves 30 minutes prior to advertised closing time. How to get there: Trams 70, 86 + 35 (City Circle Tram) to Stop D11; Bus Link's route 220 Stop 6 - Footscray Road; Car: Harbour Town car park is open 24 hours, enter via Footscray Road, Docklands Drive or Pearl River Road, Docklands.

For more information or to book your tickets, visit www.melbournestar.com or call (03) 8688 9688.

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