



ARNOLD SPORTS FESTIVAL AUSTRALIA

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FOR IMMEDIATE RELEASE

ARNOLD SPORTS FESTIVAL AUSTRALIA POSTPONES MARCH 2021 EVENT

In light of the continued implications of COVID-19 and after ongoing discussions with the MCEC, the Victorian Government and the event's international partners, a decision has been made to postpone the 2021 Arnold Sports Festival Australia.

The event was scheduled to run from March 19th the March 21st, 2021

Event Director Tony Doherty stated the decision was made to ensure the health and safety of the travelling exhibitors, staff, athletes and fans which remained the primary concern.

'Given the fluid nature of the COVID-19 situation both globally and within Australia, it's been very difficult to predict what the situation will be in Victoria in March. For the sake of our international guests, athletes, exhibitors and commercial partners it has been pertinent to take time to assess the situation and ensure we make the right decision' said Mr Doherty.

The Arnold Sports Festival Australia is the biggest and best health and fitness expo and multisport festival in the country. Economically, the event has injected around \$125 million into Victoria's economy without any Government assistance in the five years the event has been running. The massive crowd of over 70,000 fans and athletes that attend each year play a huge part in making up the unique experience at the event.

"Our first priority is to ensure the safety of everyone at the event and indeed our wider community. To compromise on safety or indeed the experience for the fans or athletes is something that we just could not and will not do" Mr Doherty continued. *"We will continue to work closely with all our stakeholders, including State and National authorities to monitor the situation and examine the viability of alternative dates. I hope to make an announcement about that very soon."*

Please ensure you monitor the event website www.arnoldsportsfestival.com.au for updates.

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