



MEDIA RELEASE

For Immediate Release

Time for a Change at Essendon Football Club

No Pokies at Essendon (NoPE) Inc welcomes the decision by lifelong Essendon fan and NoPE committee member Graham Evans to nominate for a position on the Board of Essendon Football Club, to help bring about Essendon's exit from the Poker Machine industry.

Gamblers at the Essendon Football Club's Windy Hill and Melton venues lost a combined total of \$14,721,208 over the past financial year. The time has come for the Club to stop taking from the local community and to start planning for a future that does not rely on the human suffering caused by poker machines.

After years of empty talk from the club about looking at replacement lines of revenue, NoPE sees Graham Evans' nomination as a catalyst for real change.

NoPE accepts that exiting the gambling industry would be a big change for the club and needs to be carefully planned and executed. If Graham Evans were elected, we could be assured that there exists a strong advocate in the boardroom for the Club to start facing this challenge.

NoPE President, Mike Read said, "Graham has been pivotal in establishing NoPE as a credible voice against Essendon's investment in poker machine licences. His election to the Essendon Board would remind the club that it exists to serve the interests of Essendon fans, not corporate mercenaries."

"For 20 years the Club has reaped millions of dollars from gambling profits, while having scant football success. The time has come to consider what a pokies-free Essendon Football Club could look like."

Graham Evans is giving Essendon members an opportunity to send a powerful message to the Club about who we are, and what we stand for.

NoPE calls on Essendon members to vote for Graham Evans.

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About NoPE:

No Pokies At Essendon (NoPE) is a grassroots group of Essendon fans actively advocating for the Essendon Football Club to make a meaningful and public commitment to exit the poker machine business