

SEVEN SPORT MEDIA RELEASE



29 January 2017

AFLW to make history on Seven

Starts Friday LIVE Channel 7, 7mate and the PLUS7 app

Seven is set to broadcast the inaugural AFL Women's competition live across Channel 7, 7mate and the PLUS7 app starting Friday February 3.

The premiere of AFLW will see two of Australia's oldest clubs, Collingwood and Carlton, go head to head at Ikon Park, in a game that will go down in history.

Following that, Seven will broadcast an AFLW match nationally every Saturday night.

Seven will also broadcast the AFLW Grand Final LIVE and exclusive on Saturday March 25, the first weekend of the men's competition.

Collingwood marquee player **Moana Hope** is set to be a key player in the first match after kicking an impressive six goals in the AFL Women's exhibition match and over 100 goals in the 2016 VFL Women's season for the St Kilda Sharks.

Western Bulldogs and Fremantle will kick off Saturday night in Round 1 at Whitten Oval. Western Bulldogs forward **Katie Brennan** will feature after a successful three years in the VFL Women's competition and taking out Susan Alberti Award as Bulldogs' Best and Fairest Player in the AFL Women's Exhibition Series. **Kara Donnellan** has been announced as the inaugural Fremantle captain and is expected to play a key role in the midfield.

Jason Bennett and **Nigel Carmody** will call both games in Round 1. **Daisy Pearce** and **Patrick Dangerfield** will be the commentary experts for the Collingwood V. Carlton clash, whilst **Lauren Arnell** and **Josh Gibson** will take the Western Bulldog and Fremantle match. **Sam Lane** will take up field commentary for both games, bringing stories and insights from the coaches and players.

The debut of AFL Women's elevates Australian women to elite level and comes 100 years after women played their first game of football.

Following the Collingwood versus Carlton game, Seven will premiere **League of Her Own**, an inspiring documentary celebrating the rise of women's football and sharing the struggles faced by women on their way to the big league.

Seven is the leading free-to-air sports broadcaster in Australia and will broadcast live coverage each Friday and Saturday night of the AFL women's season throughout 2017, having been the first broadcaster to air women's AFL back in 2015.

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Broadcast times of AFLW matches on the first weekend:

Collingwood v Carlton

Friday February 3

Sydney 7pm LIVE on 7mate
Melbourne 7pm LIVE on 7mate, 7.30pm LIVE on Channel 7
Brisbane 6pm LIVE on 7mate
Adelaide 6.30pm LIVE on 7mate, 7pm LIVE on Channel 7
Perth 4pm LIVE on 7mate

Western Bulldogs v Adelaide Crows

Saturday February 4

Sydney 7pm LIVE on 7mate
Melbourne 7pm LIVE on 7mate, 7.30pm LIVE on Channel 7
Brisbane 6pm LIVE on 7mate
Adelaide 7pm LIVE on Channel 7
Perth 4pm LIVE on 7mate

For more information:

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