

SEVEN SPORT MEDIA RELEASE



McAvaney wins Presenter of the Year

Seven Sport commentator Bruce McAvaney has been recognised as Presenter of the Year at the Mumbrella Sports Marketing Awards for an outstanding year of commentary in 2016.

Seven Sport was also Highly Commended in the Sports Media Brand of the Year category for outstanding coverage of the Rio 2016 Olympic Games, AFL Grand Final and the Melbourne Cup.

Throughout the year, Bruce was at his brilliant best as a sports broadcaster across AFL, horse racing and the Melbourne Cup, and of course the Rio 2016 Olympic Games.

Bruce reflected on an incredible year of sport.

“Yes, the ‘dam wall busted’ and the Bulldogs became the fairytale story of the AFL winning their first premiership since 1954.

“In Rio, Usain Bolt lit up the track with his charisma and showmanship winning three gold medals, Michael Phelps took his overall gold medal tally to an almost insurmountable 23. Australia’s 29 medal haul was highlighted by the Women’s rugby sevens, Kyle Chalmers in the 100m freestyle and Chloe Esposito’s lovely surprise in the modern pentathlon.

“And then in the Melbourne Cup, Kerrin McEvoy rode Almandin to an historic and thrilling victory.

“I had the honour to be involved in the broadcasts of these historic moments with an incredible team at Seven Sport both in front and behind the camera. And this award is testament to all of their hard work.”

Regarded as the best Olympic Games commentator Australia has ever had, Bruce adapted to some challenging environments in Brazil and set the scene perfectly for the first ever Olympics in South America with an enthralling opener amid the friendly chaos and lively atmosphere of Rio de Janeiro.

His calls of Usain Bolt’s gold medals in the 100m, 200m and 4x100m final were sublime, capturing the showmanship and athleticism of arguably the world’s greatest ever athlete.

Bruce’s work through the AFL season was some of his best, adding to the theatre around some epic matches. This included Collingwood’s last-gasp winning goal to sink the Tigers in front of a 70,000-plus strong MCG crowd and the Western Bulldogs first fairytale Grand Final victory since 1954, to name just two.

Bruce wrapped up his broadcasting year with his passion for racing at Flemington, including a revealing interview with jockey Kerrin McEvoy after his mighty effort riding Almandin to victory in the Melbourne Cup.

For more information please contact Greg Smith on 0438 777 164 or grsmith@seven.com.au