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Finke announces naming sponsor for 2012

Organisers of the Finke Desert Race today announced that the Tatts Group will continue on as the naming rights sponsor of Australia's Greatest Desert Race in 2012.

"This is very exciting news for the event which this year will be known as the Tatts Finke Desert Race", said Finke President Antony Yoffa.

The Tatts Group (formerly Tattersalls) came on board as a sponsor in 1999, became naming rights sponsor in 2000 and have been ever since.

Tatts Group CEO Dick McIlwain confirmed that they will support the Finke Desert Race again in 2012 and Antony Yoffa advised that an invitation would be extended to Mr McIlwain to personally attend this year's event.

"Since coming on board as a sponsor, the Tatts Group has invested in excess of \$600,000 in the Finke Desert Race and we are extremely grateful for their ongoing support", said Mr Yoffa.

"Long term sponsors of events are particularly highly valued and we are keen to show the Tatts Group how far we have come in the 13 years since they first came on board".

The race has built a reputation over the years as a 'must do' or 'must see' event amongst the off road community and having the backing of a successful corporate entity lifts the profile of the event to the broader business community and media.

The Tatts Finke Desert Race will be held over the Queen's Birthday weekend (8th – 11th June) in the beautiful Red Centre of Australia.

Entries to the bike section of the event open on Monday 30th January. Car entries are expected to open at the end of February.

Further information on the race is available at www.finkedesertrace.com.au