



**AUSTRALIA'S GREATEST DESERT RACE
QUEENS BIRTHDAY WEEKEND 9 – 12 JUNE 2017**

2017 Asbuild Finke Desert Race Grid Ambassadors Media Release | 24th January 2017

The Finke Desert Race Grid Girls have been a staple of the Tatts Finke Desert Race for the past 14 years. Over the years, we have seen over 75 women be involved as one of our Official Ambassadors – bringing recognition and awareness of the race to a broader audience.

Once seen as just a stereotypical 'Grid Girl' Role - looking pretty on the side of the track– the Finke Grid Girls have smashed expectations and made a true evolution of the role over the past 10+ years.

The Finke Desert Race Grid Girls are unlike many other promotional modeling positions around the country; selecting 'real' women who have both a passion and interest in motorsport but also have an interest in volunteering their time to a community event. They become part of the Finke family and are widely recognized.

After the change in 2016 – from hosting a competition to select the successful girls, to welcoming back previous Grid Girls to grace the grid - the Finke committee decided to once upon take on the willingness and expertise of previous girls for 2017.

We are very proud to announce the 2017 team will be made up of:

- Stefani Raines	Northern Territory	2015 & 2016
- Ellen Schembri	Northern Territory	2014
- Jordyn Lucas	Victoria	2014 & 2016
- Tayla Coulthard	South Australia	2015

These young women all have truly put a stamp on our event in their own ways over their years. They will bring a wealth of knowledge, experience and passion to the event and we are very excited to have them back with us for 2017.

The girl's roles will intensify for 2017, assisting in the Competitor Relations Office over Race Weekend & with various jobs around Race Control. The girls will become a figure for competitors and spectators to approach for information about the event & to assist to make people's visit to Australia's Fastest & Greatest Desert Race an enjoyable time.

A past competitor, a woman who travels the country following off-road racing events, to another who has grown up in the red dirt trackside to the event – to another young lady who had never heard of the event until 3 years ago, who now lives and breathes this event & promotes it wherever she goes... the committee are thrilled with the lineup of women who will represent the event trackside on race weekend 2017.

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