

MEDIA RELEASE  
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## SHERRIN REVEALS 2019 SIR DOUG NICHOLLS ROUND BALL DESIGN

Sherrin is thrilled to officially unveil the new design of the 2019 Toyota AFL Sir Doug Nicholls football that will be used throughout Sir Doug Nicholls Round, spanning across Rounds 10 and 11. The Round commences on Friday, 24<sup>th</sup> May with the Marngrook match, followed by the annual Dreamtime at the 'G match on Saturday, 25<sup>th</sup> May, and finishes on Sunday, 2<sup>nd</sup> June.

This year, Sherrin and the AFL have joined forces with Aboriginal artist Rheanna Lotter, a former AFL employee, current football player and proud Yuin Nation woman, to create the powerful and emotive new design for the Sir Doug Nicholls Round Sherrin.

*"This design shares the story of all AFL teams connecting with each other, their fans and the local community. Showing the pathway from grass roots footy to the AFL, so young boys and girls can follow their dream to becoming a professional AFL player. With the lines never breaking and all of us united together, the AFL community continues to stand by each other, take care of each other and always help each other",* says Rheanna Lotter.



One of the most significant rounds on the AFL calendar, Sir Doug Nicholls Round sees the football community formally celebrate and recognise Australian and Torres Strait Islander (ATSI) players and culture within the AFL and around Australia. Further celebrating the significance of Sir Doug Nicholls Round and the greater sense of communities coming together, Sherrin will launch a video featuring Australian and Torres Strait Islander stars Daniel Rioli of Richmond and Anthony McDonald-Tipungwuti of Essendon in the week leading into Round 10.

"I'm feeling extremely honoured to be asked to design the ball for Sir Doug Nicholls Round. This round is incredibly important and significant to our people. Showcasing our beautiful culture on such a large stage, getting to watch the boys run out in jumpers designed by amazing artists around Australia. Getting to listen to and feel the emotion of a Welcome to Country before the game and seeing all the performances – I honestly can't explain that feeling. I am so proud to be Aboriginal" says Rhe, reflecting on what Sir Doug Nicholls Round, and her involvement in the Round this year, means to her.

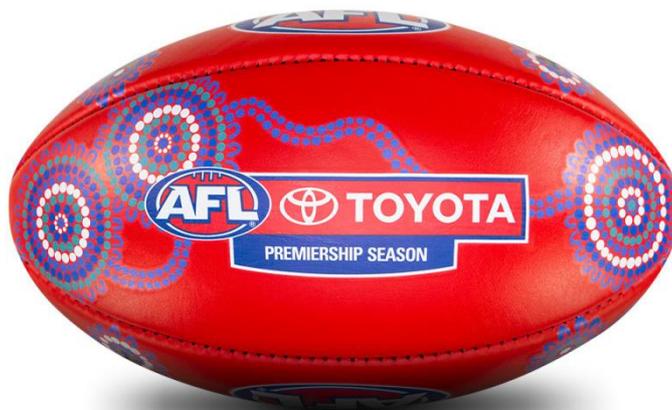
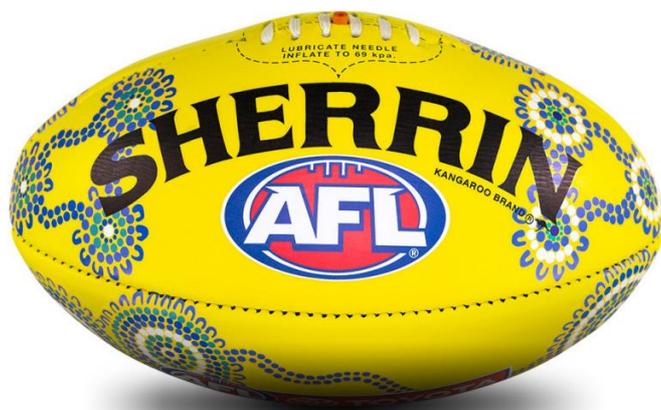
This year, proceeds of every Sir Doug Nicholls Round football sold will be going to AFL Cape York House, a non-for-profit organisation that aims to provide educational, employment and training opportunities for young Aboriginal and Torres Strait Islander men and women from some of Far North Queensland's most remote communities, in a culturally appropriate, safe and secure residential environment.

"Sherrin is extremely proud to play a role in Sir Doug Nicholls Round. An important event for our football community, this round helps to shine a light on Aboriginal and Torres Strait Islander players, communities and cultures within our great game. Our contribution this year to the AFL Cape York House via proceeds from our Sir Doug Nicholls Round Sherrin sales will help support the education, livelihood and futures of at-risk Aboriginal and Torres Strait Islander Youths. In addition to making a positive difference, it is exciting to be aligning with Rheanna Lotter to unveil a new, inspired design and gameball for the round."- Naomi Maclean, marketing manager of Sherrin Australia and Russell Corporation.

The Sir Doug Nicholls Round Sherrin range will feature a leather gameball and synthetic replica for fans, and a mini for kids. This range is available from Rebel Sport stores Australia-wide and online at <https://www.sherrin.com.au/sir-doug-nicholls-round.html>



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2019 LOGO



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