

MEDIA RELEASE
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Winners revealed for inaugural Club Roar Awards

- Appetite for grassroots sport strong, with over 400 entries; 10m views
- Second Awards announced for September, with guest judge Steven Bradbury

Australia's leading sports opinion website, **The Roar**, is proud to announce the winners of the inaugural 2017 Club Roar Awards – its latest initiative to give back to Aussie sports fans.

The Roar received over 400 eligible video submissions from clubs vying for the cash prizes, showcasing the remarkable sporting talent at local clubs around the country, and leaving the judging committee with a challenging task.

Ultimately, the coveted **Club Roar Most Popular Video** title was awarded to **Gapview Works Cricket Club** in **Alice Springs**, for their video of batter, Ben, scoring the necessary and near-impossible six off the last ball, to win the Grand Final. Judged 50/50 on the total number of video views and the judging committee's score, this clip clearly struck a chord with Aussie sports fans.

Over two million people have watched Club Roar videos since the Awards were launched on 1 June, demonstrating the huge appetite Australians have for grassroots sport. In all, Club Roar has now had over **10 million total views** since its inception.

Chief Executive of Conversant Media, Zac Zavos, said, "The Roar has always been a platform for sharing the opinions of Australian sport fans; Club Roar has taken this one step further by enabling fans to share their grassroots video moments.

"We've had an overwhelming response – since launching the awards on June 1 we received a **783 per cent increase in fan-powered video submissions**. The future of sports in Australia is clearly focused on fans, mobile video, and grassroots. And The Roar is perfectly positioned to open this up further for our fans and corporate partners.

"Club Roar shines a light on the unsung sporting hero. So it's fitting that we are able to announce the next Club Roar Awards in September will be judged by **Australian Olympic legend, Steven Bradbury**. Congratulations to all the winners, and we look forward to the next round."

There were several stand-out entries for the inaugural Awards, including the winner of the highly competitive **Tomorrow's Stars** category, featuring Logan, an under-7's player from the **Wyong Roos** on the **NSW Central Coast**, who zig-zagged his way up the field to score an impressive solo try.

Almost three quarters (74 per cent) of the Club Roar Awards submissions were soccer videos, including the winning entry in the **Women's Sport** category, featuring an impressive double header goal from **Heidelberg Football Club** in **Melbourne**, and the **Pure Skill** category winners, **St Joseph's College** in **Brisbane**, showcasing an outstanding bicycle kick and subsequent goal. Awards were also granted across categories including Epic Lowlight, Beastmode, Dream Team, and

Jawdropper – all categories winning \$1,000, with the Most Popular Video winning \$2,000.

The next round of Club Roar Awards will be announced on 24 September. Entries are already open, and videos can be submitted at TheRoar.com.au/Club-Roar.

CLUB ROAR AWARD WINNERS

Club Roar Most Popular Video

[Last ball six completes miracle grand final win](#) – Gapview Works Cricket Club, Alice Springs, NT

Epic Lowlight

[Hilarious bowling fail sends ball into orbit](#) – Melbourne University Cricket Club, Parkville, VIC

Beastmode

[Charging monster carries half the team](#) – Penrith Emu's Rugby Club, Penrith, NSW

Pure Skill

[Insane bicycle kick produces goal of the year contender](#) – St Joseph's College, Brisbane, QLD

Dream Team

[Drummoyne pull out the slickest kickoff return you'll see this year!](#) – Drummoyne District Rugby Football Club, Drummoyne, NSW

Women in Sport

[Heidelberg pull off rare double header with some opposition help](#) – Heidelberg Football Club, Heidelberg, VIC

Tomorrow's Stars

[U7s player zig-zags his way through the opposition in solo try](#) – Logan, Wyong Roos, Kanwal, NSW

Jaw-Dropper

[Audacious back heel assist leads to incredible goal](#) – Pembroke Old Scholars, Kensington Park, SA

ABOUT THE ROAR

The Roar features world-class content from 50+ expert journalists, commentators and sportsmen, positioned alongside top quality fan articles. It generates unparalleled on-site audience engagement, currently publishing 50,000+ comments from fans each month, and receiving 60% of its audience traffic via mobile.

ABOUT CONVERSANT MEDIA

Conversant Media is a fast-growing digital media company that produces engaging premium websites for passionate, intelligent Australians with an interest in sports, culture and lifestyle technology. Our portfolio of sites include the renowned global culture website, Lost At E Minor, Australia's leading sports opinion website, The Roar, and the millennial-tech and lifestyle website, Techly. Founded in 2007 and acquired by HT&E in 2016, the combined Conversant Media sites have a reach of 3.9 million unique browsers and, including social media, 7 million people monthly.