

The Mallee Classic in the Media!

Radio - Newspapers - Television

DATE: October 2004

Reportage - Magazine of the Australian Centre for Independent Journalism

Reporter - *Katherine Field*

Sunday 23rd May 2004 2.00 pm

Live Broadcast from SEN Studios in Melbourne





(1) Barry and Brett "The Birdman" Evans, with Russell Gilbert and Mark Fine.



(2) Brett and Barry with Ross Flegeltaub the "Weekend Leave Pass" Producer

The Mallee Classic is now discussing the Event and Pigeon Racing in general on a fortnightly basis!



(3) Brett and Barry in the Studio "Talking Pigeons".

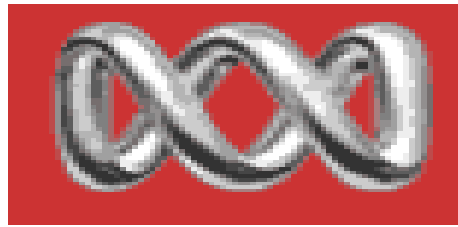
Brett "The Birdman" Evans is an ex-Richmond Footballer now playing with the Narre Warren Football Club. Brett raced pigeons and still has a few breeding birds, but is unable to compete due to work and football commitments, The Mallee Classic has now enabled him to participate back in the sport!
Photo's by Duncan MacGregor "The Pigeon Promotions Guru".

~~~~~  
June 2005

## Coast FM QLD



Duncan MacGreor in the Studios at Coast FM on the Gold Coast QLD, talking about the Mallee Classic and our visit to the Gold Coast Clubs with Les Fenton



Monday, 22 September 2003  
Live Broadcast from ABC Studio's Ballarat  
Reporter: Samantha Stayner talking with Barry  
You can listen to the Audio of the interview

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DATE: 1st September 2001  
Live Broadcast from CBC Studio's Toronto! - Coverage Internationally  
At the bottom of the webpage you can see reference to the Mallee Classic on the Daily Show

DATE: 31st August 2001  
Radio National's - The Sports Factor  
The Mystery of the Racing Pigeon  
Reporter - Amanda Smith

# Newspapers!

## Pigeons race home to record

**MORE** than 300 pigeons from around Australia competed in an annual race from Mildura to Ballarat yesterday.

The Best Western Mallee Classic 2006 has been running for the past nine years and yesterday the pigeons completed the race in record time, race organiser Barry Trewin said.

He said the pigeons were released in Mildura at 7am and the first group of birds arrived at his loft in Ballarat just after 11am.

The pigeons were sent to him as babies so they regard Mr. Trewin's loft as home. These were also entrants in the race from Thailand who bought pigeons from Mr. Trewin.

He said the race was a chance for pigeon racers to get together.

"It's very important because people make contacts from all around Australia," he said.

Dave Woodhead from New South Wales won first prize which was \$10,000.

Mr Trewin also held a pigeon auction on his website and raised \$4000 for McCullum Industries.

McCullum chief executive officer Shane Molloy said the fundraising efforts allowed the organisation to fund projects that would otherwise miss out. He said this year the money would go towards setting up a client art display.



**EARLY BIRD:** Best Western Mallee Classic race organiser Barry Trewin with one of 350 pigeons arriving from Mildura in record time. Picture: **Nazelle White**

Ballarat Courier Newspaper

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# The Courier

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## Flying flag for different race code

By **LEONIE BARLOW**

THE FACE of Formula One racing team Minardi hit Ballarat yesterday to try her luck at a very different kind of racing.

Internet model Sarah Jane was the public face of the Malles Classic Pigeon Race which took place on the outskirts of the city at Cardigan Village.

Sarah Jane, the world's most downloaded woman, was given six pigeons, valued at up to \$20,000 each, for the race.

She was also involved with activities including a bird auction with proceeds going to the Heart Research Institute.

● **Continued Page 3**



High fliers: Internet model Sarah Jane with visiting pigeon racer from Thailand, Tna Dharmajiva, at the Malles Classic pigeon race at the weekend. Picture: HOLLY CURTIS

### CONFERENCE

## ETHNIC COUNCIL



Page 3

### SOUTH STREET

## PLAYERS ON STAGE

FRONT PAGE of the Ballarat Courier! Sarah Jane & Tna Dharmajiva (Thailand)



November 6<sup>th</sup> 2003

Duncan MacGregor  
16 Toorak Ave  
BAXTER VIC 3911



Dear Duncan

**Re: Mallee Pigeon Classic Internationale**

Mr Barry Trewin, Mallee Pigeon Classic Internationale, Event Manager held a pigeon auction on the race day this year and has kindly donated the \$1530.00 proceeds to McCallum Disability Services. These funds will be used towards the purchase of two outdoor settings.

Barry has advised me that you offered significant support to the race by either contributing time, materials or pigeons for the auction.

I would like to sincerely thank you for this support as by supporting the race you have indirectly supported McCallum.

I have enclosed a copy of McCallum's 2002/2003 Annual Report which will give you an insight into the services we provide.

We hope that you will continue to support the Mallee Pigeon Classic Internationale and that McCallum will also continue to benefit from your generosity.

Many thanks once again.

Yours faithfully

A handwritten signature in blue ink, appearing to read 'Shane D. Molloy'.

Shane D. Molloy  
Chief Executive Officer

Encl:

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website: [www.mcclumdis.org.au](http://www.mcclumdis.org.au)

Letter of Thanks - McCallum Disability Service Ballarat (Charity)

# Community Event of the Year

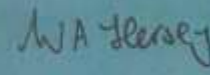
*Awarded to*

**Mallee Classic  
Pigeon Race**

*Presented by*

**Sea Lake Community Council**

  
(PRESIDENT)

  
(COUNCILLOR)

**Australia Day,  
January 26, 2000**



Australia Day Award!

# SARAH JANE.... NOT YOUR TYPICAL BIRD!

www.sarahjane.com.au



Sarah Jane of [www.sarahjane.com.au](http://www.sarahjane.com.au) is the "World's Most Downloaded Woman" on the internet with a website that has received over 376 million hits across 449 cities around the world in the past 12 months alone. She might be a familiar face to you through the Chika Roll campaign, numerous magazines such as Ralph & the face of Formula 1 Minardi where she experienced 3 laps around Albert Park in the Formula 1 two seater. Sarah Jane has a great passion for fundraising for various charities where her main alliance is with Open family. She may also be familiar to you as the #1 female ticket holder of the Western Bulldogs.

**Sarah Jane has 6 birds competing in the Mallee Classic & has named them:**

1. *Dashing Dave* - after the Mayor of Ballarat Mr David Vendy
2. *Splatt Attack* - after celebrity top fuel drag racing champion Rachelle Splatt
3. *Mr Smiley* - after AFL superstar Brad Johnson of the Western Bulldogs where Sarah Jane is the number 1 female ticket holder
4. *Shaggon Wagon Wings* - after her favourite car the Sandman Panel Van
5. *She Flies Like A Hammer* - after the Hammerheads from Channel 7's "The Club"
6. *Tweetic Petie* - after famous championship race car driver Peter Brock with whom Sarah Jane will join along with fans at Bathurst this year

Visit [www.sarahjane.com.au](http://www.sarahjane.com.au) to find out more!  
Have a great day and may the best bird win!

Sarah Jane's Mallee Classic Promotion Page - Sarah Jane has named her Pigeons!  
Visit her at [www.sarahjane.com.au](http://www.sarahjane.com.au)

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# Television!



## Coverage on WIN TV

All forms of Media need to be covered to get the best exposure for the Event and the Competitors  
The general public will never know the good qualities of our Sport, if we do not show them professionally!

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The Mallee Classic has a dedicated team that is constantly working to not only promote  
the Mallee Classic, but Pigeon Racing in General to the wider Community!  
The above, is only a portion of the coverage we have gained for the Event and Pigeon Racing in General!

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We have used a 20'X8' Billboard alongside the Calder Highway.



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ACHIEVERS

# Bundy pigeon second best bird in the world

By GREG CHAPMAN

FRANK Wootton virtually sprouted wings and flew around the room when he heard his pigeon had placed second in one of the world's most renowned pigeon races.

Mr Wootton was still celebrating yesterday in the knowledge his bird had become the second best pigeon in the world out of 800 other pigeons.

The offspring of Mr Wootton's carefully-bred Old Bundy Blue bloodline crossed the finish line at Ballarat in Victoria just 0.39 of a second behind a West Australian pigeon.

The JV Marine Mallee Classic saw pigeons from around the world sent to a loft at Ballarat where they were trained to fly as if it was their home.

The birds were then taken to Coombah on Sunday and released to fly some 500km back home with the winner up for \$13,000 in prizes.

The race also raises funds for the McCallum Disability Services and the Heart Foundation.

Mr Wootton did not attend the race, but he sensed the contest was going in his favour.

"I was sitting on the porch on Sunday afternoon and I looked at the clock and I said to myself 'those birds should be coming in', so I rang to see if there was a result," Mr Wootton said.

"The guy couldn't believe I rang and then he told me I'd come second."

Out of the five birds Mr Wootton entered in the race, two pigeons placed fifth and 10th.

The very first of the Old Bundy Blue pigeons won a race in 1967 and Mr Wootton's win was publicised in the News-Mail then as well.

"It's just a tremendous thing to have Bundaberg birds in such a big race and I'll have more birds from the Bundy Blue bloodline in the race next year," he said.

Mr Wootton said he did not want to know what he had won because he did not want to be disappointed.

JV Marine Mallee Classic publicity officer Duncan Macgregor congratulated Mr Wootton and said the event was a huge success.

"Mr Wootton's bird landed with two others and although it was first into the trapping area, it didn't take that last step," Mr MacGregor said.

"It's a tough task and to be so close to coming in first is a real achievement in itself."



BIRD'S EYE VIEW: Frank Wootton with one of his prized pigeons, Bundy Blue. Photo: ROYAL RICHARDSON PHOTOS

COUNCIL BRIEF

■ CEO decision

BURNETT Shire Council is expected to announce the appointment

TOMORROW

IF you suffer migraines or maybe depression you should consider eating more fish.

The Childrens Charity  
Barnardos Australia

REACH OUT TO KID