The Territory colours will be on display at Pirtek Stadium in Parramatta next month as the Eels hold a special Territory Day game on May 17 against the St George Illawarra Dragons.

"Hot on the heels of this week’s Royal visit to Central Australia, we’ll now be showcasing the Territory to potential visitors down south with a special Territory Day at Parramatta,” Chief Minister Adam Giles said.

"It’s an opportunity to talk to southern audiences about our push to develop Northern Australia and a chance to promote the Territory as a top class tourist and sporting destination.

“We want to encourage southern Rugby League fans to consider visiting Darwin for the Eels’ Round 22 NRL game against the Raiders in August or think about participating in the Alice Springs Masters Games in October.

“The Territory will have stalls in the forecourt of Pirtek stadium on the day with a croc and a python on hand for spectators to have a photo with as they come in.

“Territory mascot ‘Boof the Barra’ will be on the ground with the Eels mascot ‘Sparky’ and our ‘Do the NT’ advertising campaign will be featuring on the big screen at half time.”

The game and the Territory will also be heavily promoted online through the Eels’ website and 30-thousand-strong subscriber list.

“Territory Day with the Eels is a great opportunity to expose Sydney-siders to everything the Territory has to offer as a tourist destination. But I’d also like to encourage Territory league fans to fly down and be part of the day and help promote the Territory,” Mr Giles said.

“The Giles Government is proud to have signed an historic partnership with Parramatta to secure NRL action in the NT for the next four years. Territory Day in Parramatta is another great opportunity flowing from this deal.

“The Eels have already played a pre-season game in Alice Springs and conducted a range of coaching and skills clinics around the Territory. Territorians are embracing Rugby League and the sport has been going from strength to strength.

“The Eels are great ambassadors for their sport and we can’t wait to get them back on Territory soil in August.

“There’s never been a better time to be a Territory sports fan or player.

“The Giles Government is investing in grassroots sport by increasing its sport voucher program to $200 per child and is bringing a huge program of first class sporting events to the Territory.
“In the past year, we’ve hosted international Cricket, National Rugby League and Australian Football League games. At the end of May, Alice will host its first AFL premiership points game and A-League soccer is also on the way.”

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