

FRIDAY 15 JULY 2022

RACV PARTNERS WITH TICKETEK

A new partnership between RACV and Ticketek that was announced today will give RACV Members a whole new suite of benefits to enjoy, providing them with exclusive offers to access a range of theatre experiences and events in Melbourne's East End.

Just some of the special privileges on offer for RACV Members include pre-sales, bonus value, competitions, VIP hospitality and first access to experiences and entertainment packages at Melbourne's most iconic venues including Her Majesty's Theatre, The Regent Theatre and Princess Theatre, plus many more.

RACV Executive General Manager Leisure, Craig Peachey, said that the partnership aims to return real value to Members and provide an array of exciting experiences that feel uniquely Melbourne.

"Together with Ticketek we look forward to playing our part in highlighting and celebrating the magnificent venues and shows Melbourne draws and giving our Members – part of the Victorian community – the first opportunity to access them," Mr Peachey said.

"We are proud to support the industry and help it thrive once more, but most importantly we hope to see our Members enjoying these new and exclusive offers and experiences, all thanks to our Member benefits program.

"We will be sharing behind the scenes content with Members as well as details about upcoming shows and events via email, social media and our website."

The launch offer gives Members an opportunity to upgrade their theatre experience thanks to RACV. Members can purchase tickets to Harry Potter and the Cursed Child, Six the Musical or The Picture of Dorian Gray in Melbourne before 31 July using their RACV Membership number and get A reserve seats for B reserve prices.

Ticketek Head of Marketing, Chris Johnston said Ticketek is incredibly proud to be partnering with RACV and to launch the new partnership.

"This is an exciting new partnership that will help more Victorians re-connect with the unique power and emotion that only a live event experience can deliver. The industry has returned stronger than ever and it's great to be working with RACV to support our industry to ensure more Victorians experience great live entertainment in our world class venues," Mr. Johnston said.

"We look forward to working together to shine a light on Melbourne as the *Events and Entertainment City* and creating some fantastic experiences for all to enjoy."

RACV Members can find out more about the partnership and exclusive partnership offers by keeping an eye on their inbox for their Member Benefits and RACV newsletters and by visiting racv.com.au/ticketek and racv.com.au/benefits.

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Further information

RACV Membership: When you purchase any renewable RACV product you instantly become an RACV Member with access to a range of Member benefits. This includes RACV Club memberships, Emergency Home Assist, Emergency Roadside Assistance, Motor Insurance and Home Insurance. For more information, please visit racv.com.au/membership/become-a-member.

Media Enquiries:

RACV Media

0417 041 398

media@racv.com.au