

WEG's Day

An exhibition of all 55 original Premiership posters designed by the late William Ellis Green (aka WEG) will go on display in September at the National Sports Museum at the MCG.

In 1954, Melbourne Herald cartoonist William Ellis Green unwittingly instigated a Grand Final tradition. Footscray had just won the club's first premiership and Green created a full-page caricature display poster of the Bulldogs' victory to encourage sales of the final edition of the newspaper. Fans inundated newsagencies in search of a copy of the poster as a souvenir of the historic win, and a tradition was born.

Since then, WEG's premiership poster has been an integral and iconic part of the Australian Football calendar.

WEG's Day, which opens on Friday September 4, brings together the full complement of WEG premiership posters and honours the career of one of Australian football's great identities.

WEG's ability to capture Australia's personalities and histories spanned more than 60 years in many spheres beyond sport. However, it is his contribution to Australian football's heritage and the Royal Children's Hospital charity that provides a lasting legacy. Proceeds from the sale of the poster were donated to the hospital, raising more than \$2 million during WEG's career.

WEG's Day celebrates this legacy. Not only will the entire set of 55 premiership posters designed by WEG be shown, a selection of the rarely seen 'losing' posters will also be displayed – designed by WEG in advance of the grand final.

While it was usual practice to destroy the losing team's poster design after the finals, a rare few have survived and a small selection will be shown in the exhibition.

WEG's Day – the AFL Premiers Poster

September 4 – November 1 at the National Sports Museum, Gate 3, MCG.

Entry included in general admission prices.

www.nsm.org.au

MEDIA ENQUIRIES

Katrina Hall
Publicity consultant
National Sports Museum
0421 153 046

Shane Brown
Communications Manager
Melbourne Cricket Club
0418 353 431