

**MEDIA RELEASE**

# See What We Created

Celebrating the Inaugural Season of the NAB AFL Women's Competition

**RELEASE DATE: May 2016**

**TITLE DESCRIPTION**

CELEBRATING A SUPER SEASON OF FOOTY

*What We Created* is a celebration of the inaugural season of the AFL Women's competition—eight pioneer teams playing at the elite level in a no-holds-barred competition.

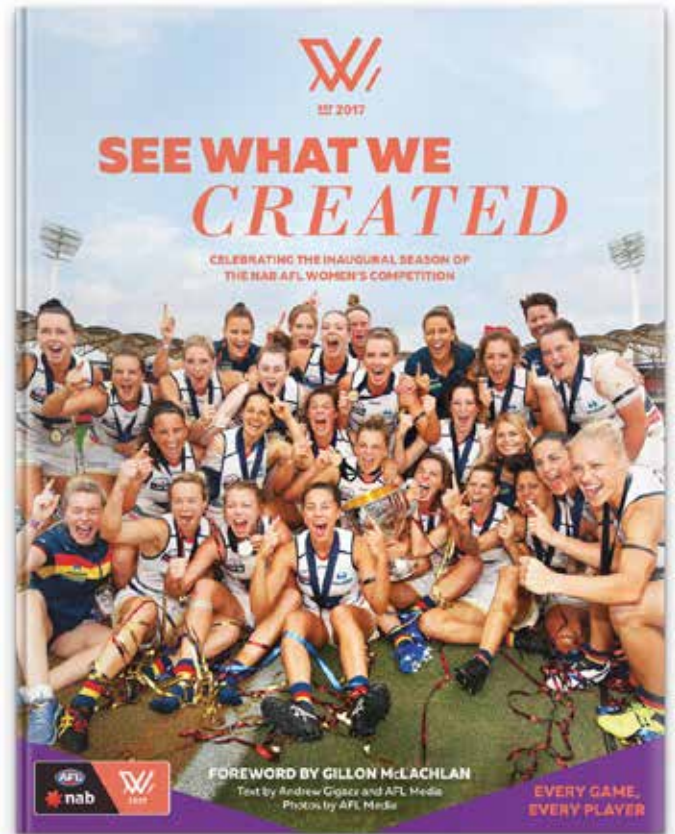
*See What We Created* features a comprehensive review of each round, an in-depth study of the first Grand Final, pocket profiles of all the players, and is illustrated with the superb photography by AFL Media's team of award-winning photographers.

When Carlton's Ikon Park was packed to the brim with 24,568 fans—and thousands more had to be turned away at the gate—for the first AFLW match between Collingwood and Carlton, AFL CEO Gillon McLachlan said the League was “overwhelmed” by the response. That interest in the women's game, at matches and with superb TV ratings, continued to grow through the season.

The outstanding photos *See What We Created* capture the week-by-week drama and action—the big marks, the bone-jarring bumps and the spectacular goals—while paying tribute to the new stars of the AFL game.

With a foreword written by Gillon McLachlan, *See What We Created*, an official AFL publication is a great souvenir of this remarkable inaugural AFLW season.

180 pages / Full colour / Text By Andrew Gigacz and AFL Media.



*‘The 2017 NAB AFL Women’s Competition was a revolution for our game. The football on offer came from a new breed of footy heroes and, for our fans, there was an overwhelming sense of nostalgia that came with a return of competitive footy to suburban grounds.’*

**GILLON MCLACHLAN, CHIEF EXECUTIVE, AUSTRALIAN FOOTBALL LEAGUE**

*See What We Created* is a celebration of what has been a remarkable and historic first AFL Women's season, a Slattery Media Publication under licence from the AFL, will be published in May, at an RRP of \$34.95

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