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## **Gaz is back** [2]

Virgin Australia, the official airline of the AFL, has celebrated the launch of the new footy season with a video chronicling the rise of one of the game's greatest players, Gary Ablett.

The video, hosted on Virgin Australia's [Facebook](#) [3] and [YouTube](#) [4] channels, is shot from Ablett's own point of view of capturing key moments in his celebrated career from junior football matches to his two Brownlow Medal wins and beyond.

The clip features 23 cameo appearances from past and present players, and sports personalities. These include Kevin Sheedy, Jobe Watson, Adam Cooney, Steve Johnson, Cameron Mooney, Bruce McAvaney, Sandy Roberts and Gary Ablett himself.

Virgin Australia General Manager of Marketing, Michael Scott said; "To celebrate the launch of the 2015 AFL Season we worked with Gary and AFL Media to develop a video that gives footy fans a chance to see how he became one of the game's greatest ever players, through Gary's own eyes.

"As the official airline of the AFL and sponsor of the Gold Coast SUNS, Virgin Australia, like most footy fans, is very excited about the return of Gary following his shoulder injury last season," Mr Scott said.

Gary Ablett said of the video; "It's a really well made video and it was a lot of fun to be involved with. I'm really proud of how it's come up and I hope the fans enjoy it."

AFL Media General Manager, Peter Campbell, said AFL Media was delighted to be a part of such an innovative project,

"AFL Media was thrilled to work with Gary and Virgin Australia to produce this unique perspective on Gary's incredible story and career so far," Mr Campbell said.

"Virgin Australia's support of this innovative and unique execution speaks volumes about our relationship with the AFL's official airline partner in being able to capture one of the game's most respected figures. We thank the many people who contributed to the re-creation of Gary's journey and we particularly thank Gary for agreeing to be such a willing participant and wish him and the Gold Coast Suns all the best for the 2015 season."

The video, directed by Matt Humphrey, will also be shown on Channel Seven at half time of the season opening clash between Carlton and Richmond.

Each year Virgin Australia carries the 18 AFL teams on more than 300 flights, travelling more than 450,000km, and provides thousands of extra seats to fans.

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