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MEDIA RELEASE

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SYDNEY SHOWS BLUE PRIDE FOR NSW STATE OF ORIGIN SIDE

NSW is showing its support for the state's rugby league side with the iconic Sydney Harbour Bridge to be lit in blue this evening ahead of tomorrow night's Holden State of Origin game.

The NSW Government partnered with the NRL to secure this year's State of Origin Game III to determine which state takes home the coveted shield for 2019.

Minister for Tourism Stuart Ayres said State of Origin is not only one of the most fiercely fought battles in Australian sport, it's one of the country's premier events for tourism.

"It's the perfect situation for NSW with State of Origin Game III being the series decider, and the Blues in prime position to claim back-to-back titles," Mr Ayres said.

"We expect this game will generate approximately \$17 million in tourism related expenditure for NSW, with a sell-out crowd anticipated for ANZ Stadium.

"Of an 83,000-strong capacity crowd, it's estimated 24,000 attendees will be visitors to Sydney, either from interstate, regional NSW or overseas, so to show our excitement we're lighting the Harbour Bridge blue to support the team to hold onto the shield in NSW."

Last year the NSW Blues won the series in just two games and it was the state's first title since 2014.

Minister for Sport John Sidoti said the energy at ANZ Stadium, and around the city, would be electric over the next 36 hours.

"It's fantastic for NSW to host this crucial match and I know that local league fans will be out in force to get behind the Blues," Mr Sidoti said.

"NSW has hosted 47 State of Origin games since the series began with 2.7 million avid fans enjoying the highs and lows of this fierce rivalry."

Limited tickets are still available for the match available at nrl.com/tickets