

Shane Crawford



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BRAVO
MANAGEMENT

One of the AFL's most marketable players throughout a successful 16-year career with Hawthorn, Shane Crawford is one of the few players who has made a seamless transition into life in the media full-time. Having had a long association with Channel Nine as a key member of 'The Footy Show', Shane can currently be found on 'The Today Show' and 'Sport Sunday'.

In 2010, Crawford displayed the ultimate show of dedication and generosity when he embarked on his journey 'That's What I'm Walkin' About', an 11 day ultra-marathon from Adelaide to Melbourne. The run raised an incredible \$500,000 for the Breast Cancer Network Australia and confirmed Crawford's weight as a heavy-hitting media personality who has the ability draw a crowd anywhere he goes. In 2013, has raised more money for the Breast Cancer Network of Australia, riding from Melbourne to Perth a distance of over 3700 km on the "Tour De Crawford".

Originally from Finley in New South Wales, Shane received his football grounding at Assumption College. He developed into one of the AFL's premier players, entertaining football fans with his superb skills, endurance and tremendous courage.

On-field, Crawford's 305th and final AFL game saw him finally taste the ultimate success, with the Hawks' 2008 triumph providing him with one of the most well deserved Premiership medals any individual has ever received.

At the start of 1999, Crawford was entrusted by Hawthorn with the captaincy. It proved to be an astute appointment. Crawford led the young Hawks to Ansett Cup victory in the pre-season, before a season of individual brilliance saw him win the Brownlow Medal, his second Club Best and Fairest, All-Australian selection and scoop the pool in the media awards.

After leading the Hawks to consecutive finals series in 2000 and 2001, Crawford returned to his best, winning the club best and fairest in 2002 and 2003, All-Australian selection in 2002 and narrowly missing winning his second Brownlow in 2003. In all, Crawford was a four-time Hawthorn Best and Fairest winner and All-Australian, placing him in a rare class of superstar. The flair, hard work and excitement that encapsulated his career as a player will no doubt be the theme throughout his time in the media, factors that will see him continue to have a special connection with the public. This has extended in recent years with Crawford establishing a large following across social media, with a major presence on Facebook, Twitter and Instagram.

The well-seasoned media performer has a national profile which both media and corporate organisations looking for a face for their brand have been able to tap into with great success. Most recently Shane has returned from his time on 'I'm a Celebrity, Get me out of here!'

A devoted family man, Crawford lives in Melbourne with partner Olivia and their sons Charlie, Benjamin and twins Harry and Jack.



Facebook: <https://www.facebook.com/SCrawf9/>



Twitter: <https://twitter.com/scrawf9>



Instagram: <https://www.instagram.com/shanebcrawford/>

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