



MEDIA STATEMENT

THURSDAY 16 August 2018

TORNADOES NAMING RIGHTS OPPORTUNITY

After an extremely successful two year partnership with the Launceston Tornadoes Basketball Club, Bellamy's Organic will relinquish its naming rights position with the Club at the end of the 2018 season to refocus on its core business of infant health and nutrition.

Bellamy's partnered with the Tornadoes at a critical juncture in the Club's journey, playing a central role in helping increase the Club's capacity to attract talent, increase its profile and grow its community reach.

Tornadoes Chair Janie Finlay says "It's rare to find an organisation who so carefully balances its commercial and community faces, and in Bellamy's we found strong alignment based on shared values and a co-ordinated two-year strategy. We've come to the end of that period and are grateful for the contribution Bellamy's has made to our club."

"We're excited to embrace the next chapter in the Club's history and are now actively inviting conversations with businesses who understand the value of community investment and recognise the incredible brand equity the Tornadoes has not only in Launceston but in the broader Tasmanian community. Having reached the Championship final under the coaching leadership of the dynamic Derrick Washington, we're also very aware of the reach the Club's profile has secured outside Tasmania." Finlay added.

Anyone who is interested in speaking with the Launceston Tornadoes regarding sponsorship opportunities for the 2019 season and beyond can contact the General Manager, Corey Ackerly on 0417 037 337 or via email tornadoes@tornadoes.com.au.

The Tornadoes will compete for the 2018 SEABL Championship in Melbourne this Saturday against the Bendigo Lady Braves.

Go Torns!
Janie Finlay
Chair

-ENDS-

Contact:

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