



## MEDIA RELEASE

THURSDAY, NOVEMBER 15, 2018

### ST.LUKESHEATH JOINS FORCES WITH THE LAUNCESTON TORNADOES

The Launceston Tornadoes are excited to announce that Tasmanian-based not-for-profit private health insurance provider St.LukesHealth will be the club's Naming Rights partner from 2019.

Established in Tasmania in 1952 and with a high and growing number of loyal Tasmanian members, St.LukesHealth looks forward to continuing its strong partnership with the proud and passionate local women's sporting organisation.

At today's announcement, President Janie Finlay said: "I am very proud to announce this partnership, which is a major boost for the Tornadoes. To secure this agreement from such a highly recognised and well regarded organisation in St.LukesHealth supports us in our goal to become a destination basketball club in Tasmania.

"We appreciate the fact that St.LukesHealth sees the benefit in partnering with the Launceston Tornadoes and that they are supporting young women who will represent their brand very passionately in the local and interstate markets.

"The Tornadoes are widely regarded as positive role models for young people and are committed to continue to promote healthy and active lifestyles.

"This fits perfectly with the values of St.LukesHealth and we look forward to a successful ongoing partnership with them as the *St.LukesHealth Launceston Tornadoes*." Finlay added.

The Tornadoes are coming off a very successful period on the court, reaching the post season for the past four years and playing off in the Championship Final game last season.





Off the court the Tornadoes have continued to enjoy amazing community support with record crowds attending games the past few seasons, media coverage at an all-time high and players are regularly attending community and sponsor events.

In 2018, the Tornadoes conducted more than 170 school clinics with over 4400 children participating across Northern Tasmania as part of their "Basketball in Schools" program.

St.LukesHealth CEO Paul Lupo said the Fund was passionate about helping the Tasmanian community to stay healthy, get well and live better.

"We are delighted to be supporting our local female athletes in achieving their goals," Mr Lupo said.

"St.LukesHealth is proud to be able to partner with the Launceston Tornadoes who are great role models for young women aspiring to keep fit and stay healthy and we look forward to watching their season progress under Coach Derrick Washington"

The Tornadoes are set to make further sponsorship announcements in the coming weeks as the club prepares for a new era of basketball as part of the newly established Elite Basketball League.

"Now we have confirmed St.LukesHealth as our Naming Rights partner, we will be announcing more sponsors in the coming weeks. We are extremely grateful for the support we receive from these tremendous local organisations and believe the Tornadoes provide all our partners with many benefits in the community," Finlay said.

The Tornadoes continue to work with Basketball Victoria around the details of the new league including the proposed start date, player restrictions and home game requirements.

Once details have been confirmed with all clubs participating in this new league the Tornadoes will be in a position to communicate with their sponsors, supporters and the wider basketball community.

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