

Woolworths steps into the goal circle with Netball Australia partnership

Friday, 13 October 2017: Woolworths, Australia's Fresh Food People, have come on board as the Official Supermarket and Fresh Food Partner of Netball Australia, helping to support the Samsung Australian Diamonds and the next generation of netball champions.

Along with supporting the Samsung Australian Diamonds, Woolworths partnership will also further extend to state, community and grassroots levels of the sport. This includes support of all state Netball associations as well as the NSW Swifts and GIANTS Netball in New South Wales, Firebirds in Queensland, Melbourne Vixens in Victoria, Adelaide Thunderbirds in South Australia and West Coast Fever in Western Australia.

Woolworths Director of Marketing Andrew Hicks said; "We know that on weekends during the season, thousands of families across Australia head down to their local netball courts to play and support a game that is an integral part of communities nationwide.

"We are proud to come on board to support a team sport that engages the Australian community in such a positive way.

"Eating fresh and healthy food is also essential to the success of any player and we are thrilled that our partnership will help inspire the next generation of netball champions."

Being involved in one of Australia's leading sports is also a natural fit for the supermarket which is situated in communities across the country.

Andrew Hicks added; "We're also looking forward to being able to connect our customers and store teams with the sport and to celebrate the next generation of netball champions in local communities in each state."

Netball Australia CEO Marne Fechner said; "We are delighted to partner with Woolworths, a great Australian brand, who reflect the values and vision of netball from grassroots to the elite.

"With their focus on fresh food and community as Australia's Fresh Food People, we can't wait to see our partnership come to life."

"Through netball – the number one participation sport for girls and young women – we have the chance to reach out and inspire to almost a quarter of a million teenage girls.

"We need to make the most of this opportunity, empower girls and create further understanding of how enjoying a wide range of fresh Australian foods can make you feel energised, healthier and happier."

Woolworths is committed to inspiring the next generation of healthy, active kids and was recently announced as the Official Supermarket and Fresh Food supporter of the 2018 Gold Coast Commonwealth Games. The supermarket also supports Surfing Australia's junior pathway program and is a partner of the AFL, including the AFL Women's League in both a national and grassroots capacity.

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