



## **NEW BALANCE AND ATHLETICS IRELAND ANNOUNCE NEW PARTNERSHIP**

**Global athletics brand agrees first ever major federation sponsorship**

*Dublin, 29th January 2013:* Global athletics brand New Balance has been named as the new sponsor for Athletics Ireland in a multi-year deal.

The new partnership sees New Balance supply the Irish track and field team with a full selection of team wear, including performance apparel for use in competition in all Irish events, World Championships and European Championships. New Balance will also supply training and warm up items and leisurewear for medal ceremonies, travelling and public appearances.

The inaugural collection is patriotic green and white with a gold trim. It was modelled at the launch in Dublin by New Balance sponsored athletes including marathon runner Ava Hutchinson, the 2010 World Junior Silver medalist, Ciara Mageean and the latest athlete to join Team New Balance; 5000m and 10000m runner Fionnuala Britton.

Ireland has always played an important role in the history of New Balance with sponsorships of several high profile athletes over the years such as Olympic Silver medallist John Treacy and two times World Indoor Champion Marcus O'Sullivan. Ireland was also New Balance's first foray into the European market in 1978 when the brand manufactured in Tralee.

Tom Carleo, New Balance Vice President of Footwear Running/Outdoor said, "When the opportunity to create a partnership between New Balance and Athletics Ireland arose, we jumped at the chance to work with them. It will be a pleasure to design product that is both modern and heritage inspired that will make the athletes and their fans proud. The collaboration with Athletics Ireland and the significant growth we have experienced here reinforce our ambition to become the number one running and athletics brand in the world."



John Foley, Athletics Ireland Chief Executive Officer said "New Balance is genuinely passionate about growing athletics in Ireland and supporting the current and future crop of athletes who are part of the Irish team. Working together I'm sure we will be able to elevate Ireland's athletic profile even further."

**-ENDS-**

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**ABOUT NEW BALANCE**

New Balance, headquartered in Boston, MA, has the following mission: Demonstrating responsible leadership, we build global brands that athletes are proud to wear, associates are proud to create and communities are proud to host. New Balance is currently the only athletic shoe company that manufactures footwear in the U.S. with 25% of our U.S. footwear shipments produced at five New England facilities. The company also operates a manufacturing facility in Flimby, U.K. New Balance employs more than 4000 associates around the globe, and in 2011 reported worldwide sales of \$2.04 billion. To learn more about how New Balance Makes Excellent Happen, please visit <http://www.newbalance.com>.

**ABOUT ATHLETICS IRELAND**

Athletics Ireland is the national governing body for athletics in Ireland. Our primary objective is to promote and develop the sport at every level from recreational running and schools competitions through to supporting Ireland's elite athletes in international competition.

We are administered by a Board of elected volunteer members who work in tandem with our full- time staff based in Dublin and the regions.

Athletics Ireland retains a strong volunteer ethos and the thousands of administrators, officials and coaches who give freely of their time play a vital role in our organization. We have 317 affiliated clubs with a combined membership of over 42,000 juvenile and senior athletes.