

MEDIA RELEASE

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Special Announcement

iTCo SUPPORTS CENTRAL CRICKET

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ITCo, a local IT strategy, projects and operations company, has become the official sponsor of the Central Cricket Club in Rotorua.

Company spokesperson and co-owner of the company, Kane Vanner said since establishing iTCo two years ago, the company had received an enormous amount of support from local individuals and businesses.

"The level of support we have received has resulted in the company being able to employ nine staff within a very short period of time," he said. "The likes of Red Stag Timber, Tenon Manufacturing and Waiariki Institute of Technology have all been very quick to bring us on board. This has given iTCo a very positive start," he said, "so we felt it was time to give something back to the community. As we enjoy local cricket, this was an easy decision for us to make."

Mr Vanner is immediate past president of the Central Cricket Club.

President of the Central Cricket Club, Andy Hardy said iTCo's support was "fantastic news. Their sponsorship is 'ground breaking' for the Club as this is the first time the Club has had a naming sponsor in its more than 50 years' history. We're even more delighted that it's a Rotorua based company and that it's iTCo given their association with local cricket."

As well as naming rights, iTCo will sponsor the three cricket teams that make up the Club – premiere, second 11 and third 11. The Club competes Bay (of Plenty) wide in the premiere division for the Williams Cup as well playing in the Lakeland and the local Rotorua competitions.

"Our premiere team are defending Bay of Plenty champions this season and most of our opponents at that level have sponsors. We really are most grateful for this support as it gives the Club a bit of financial security and gives it stability. It costs a lot to run a sports club these days and we try to keep our players fees as low as possible. We also want to encourage young people and those who might not be currently employed to be able to come along and enjoy a game."

Now known as iTCo Central Cricket Club, the Club has representatives in the senior Bay of Plenty side. Mr Hardy said the Club was looking forward to a long association with iTCo.

Ends