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Menora Foods announce naming rights sponsorship of the WNBL

Announced at a media conference today at the State Basketball Centre, Menora Foods will be the new naming rights sponsor of the Women's National Basketball League (WNBL), Australia's premier women's national sporting competition, until the end of the 2015/16 season.

One of the first Australian companies to step up as a major sponsor of Australian women's sport, the partnership is a major deal for Menora Foods, Australia's leading, family-owned food marketing and distribution businesses representing iconic brands such as Wattle Valley, Peckish, Maille, Bonne Maman, Cobram Estate, Huon and Chobani.

Following the call from Australian Sports Commission Chair John Wylie for corporate Australia to back women's sport, Menora sees this opportunity as a great fit for both brands.

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The partnership will see Wattle Valley, a Menora Foods owned brand, incorporated into the title, logo and playing uniforms across all nine teams as the WNBL's naming rights sponsor.

Menora Foods Managing Director Sam Schachna said the WNBL partnership presented exciting opportunities for further growth and national promotion of both of these uniquely Australian brands.

"Menora Foods is extremely proud to be one of the first Australian companies putting significant corporate support behind women's sport in what is also our first major sponsorship deal," Mr Schachna said.

"As ASC Chair John Wylie has rightly pointed out, women's sport is a rising force – and there's no better example of that than the WNBL, which has produced some of the biggest female stars in Australian sport.

"Menora recognises that investing in women's sport – from developing players right through to elite athletes – will pay massive dividends for the community in up-skilling a generation of female leaders.

"That's why we're so excited to sign up as naming rights sponsor of the Wattle Valley WNBL, a league renowned for providing a structured, professional pathway for aspiring female basketball players.

"We are genuinely optimistic about the next three years and look forward a successful partnership with the WNBL."

The partnership between the WNBL and Menora Foods will span the remainder of the 2013/14 season through to the completion of the 2015/16 season.

Basketball Australia Chief Executive Officer Kristina Keneally spoke at the announcement with a number of the leading players enjoying the flavours of the Wattle Valley range. Children from a local school were also invited to take part in a clinic with the players and were then given a taste of the new Wattle Valley Fruit Mates to celebrate the occasion.