

Barr Launches New Sponsorship Deal



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Waterford athlete Thomas Barr (Ferrybank AC) launched the new sponsorship between GloHealth, Ireland's most innovative health insurer, and Athletics Ireland in Morton stadium last week.

The multi-year sponsorship agreement will include sponsorship of all of Athletics Ireland's National Championships and sponsorship of the successful Fit4Life initiative.

Irish 400m Hurdles Record Holder Barr, who is currently ranked number three in Europe said "Having the opportunity to compete at top class national championships allows athletes to prepare for competing at the highest International level. It is great to know that our athletics competition programme is supported by an exciting company like GloHealth".

GloHealth's partnership with Athletics Ireland comes at a time when health and wellbeing, through participation in sports, continues to experience a growth in popularity, evidenced by Athletics Ireland's membership up 17% on 2013, making it one of Ireland's fastest growing sports.

Speaking about the sponsorship Jim Dowdall, CEO of GloHealth said: "GloHealth is delighted to be an official sponsor of Athletics Ireland. This sponsorship of Athletics Ireland is a natural fit for GloHealth and we look forward to both organisations working together to further develop the sport of athletics at all levels while also promoting and supporting people across Ireland maintain an active lifestyle and improve the quality of their health and well-being."

Commenting on the sponsorship, John Foley, CEO Athletics Ireland said: "One of the key objectives of the Athletics Ireland

Strategic Plan 2013-2016 is to promote health and fitness to the population as a whole. By partnering with GloHealth over the next three years we have a significant opportunity to really make an impact on both the health and fitness of people throughout the country". He added "I am delighted with the opportunity to work with the impressive team at GloHealth, we have ambitious plans to grow our membership and to provide athletes with the appropriate competition pathways to allow them to develop to their full potential through the ranks - there is no doubt that GloHealth's sponsorship will be a catalyst in achieving these objectives".