



Media Release

18 November 2010

Sport Wellington smiling with their new sponsor AMI Insurance

Sport Wellington has joined forces with New Zealand's leading fire and general insurance company AMI Insurance who will be the new principal sponsor of the popular annual Wellington Round the Bays event.

The event will be known from 2011 as the AMI Round the Bays.

Sport Wellington Chief Executive, Paul Cameron, said he was delighted to announce the new partnership with a highly successful national brand with strong community ethos. Cameron termed the new relationship a "great link between two bold, like-minded organisations, who also share the same bold colours".

Sport Wellington promotes and supports sport and recreation in the Wellington region and encourages more people to be physically active in their community. "We are delighted to have the support of AMI, a company with a strong heritage and an excellent record of performance, to help achieve these goals".

AMI's principal sponsorship of the AMI Round the Bays is for three years with the right of renewal. AMI has 73 branches nationwide with seven branches in the wider Wellington region.

AMI Chief Executive Officer, John Balmforth, said that the new sponsorship would contribute to the ongoing success and development of both organisations and the Wellington region.

"We are thrilled to have the opportunity to sponsor the AMI Round the Bays. This event epitomises a community spirit and as a company with a strong local presence, AMI is delighted to be associated with this".

He added that sponsoring AMI Round the Bays was another opportunity for AMI to contribute to the local community. AMI has existing sponsorships with the Malaghan Institute of Medical Research, Wellington Rugby Referees' Association, the Junior Wellington Tennis, Paraparaumu Junior Rugby and many Walking School Buses, among many other local arts and community organisations.

"AMI has always been passionate about supporting communities and ensuring our customers are cared for locally, this has been and will continue to be a strong focus".

The new sponsorship begins in 2011 with the 7km run/walk on Sunday 20 February. Registrations for the 2011 event open online on Saturday 20 November at www.amiroundthebays.co.nz

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For further information please contact Sport Wellington Business Manager Craig Ireson on 027 248 0535 or email craig@sportwellington.org.nz