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Media Release

Auswide Bank teams with QRL to support Maroons and grassroots

The Queensland Rugby League today announced Auswide Bank as a major partner, heralding a new chapter for the Maroons and the state's emerging talent.

The partnership will see Auswide Bank align with the Queensland Maroons and carry the naming rights to one of the QRL's most prestigious Statewide Under Age competitions over the next three years.

"The QRL is thrilled to have Auswide Bank on board as our official banking partner," QRL Managing Director Robert Moore said from Auswide Bank's Head Office in Bundaberg today.

"There is such a strong alignment of values, aspirations and commitment to the community between the two organisations.

Collaboratively over the next three years, Auswide Bank and Queensland Rugby League plan to roll out a range of initiatives that will enable Rugby League families to be both financially and physically healthy."

During the term Auswide Bank will feature on the front of the Maroons jersey for the Holden State of Origin Series and in a further boost for the game, the bank has displayed its big heart by electing to get behind the stars of the future in the Mal Meninga Cup.

"It's fantastic to partner with an organisation that is excited about the grassroots level of the game and the development of the next generation of talent," Mr Moore said.

"The Mal Meninga Cup is an important cog in our pathway competitions and we look forward to seeing our best Under 18 players on the field in the Auswide Bank Mal Meninga Cup in 2019."

Martin Barrett of Auswide Bank said this was the most significant announcement for Auswide Bank since the 52-year-old institution became a registered bank in 2015.



THE GREATEST GAME OF ALL



“The partnership with the Queensland Rugby League enables us as a bank to have a large footprint across the state, with the ability to engage with a thriving Maroons Membership base as well as more than 66,000 participants and 460 community clubs,” Mr Barrett said.

“The Maroons are an exalted brand in Queensland. For a three-month period, they dominate the Queensland sporting media and rally Queenslanders like no other team, brand or business”.

“Regional Queensland represents a very passionate and loyal fan base of which many of our customers belong.”

The partnership will also give fans in Auswide Bank’s heartland of Bundaberg the opportunity to meet Maroons players Matt Gillett and Jarrod Wallace tomorrow at Hinkler Central Shopping Centre (10am – 1pm) as part of Auswide Bank’s public partnership announcement.

“Rugby League is Queensland to the core with such a massive following in our heartland regions and Auswide Bank are excited to give customers and fans the opportunity to meet the Maroons players one-on-one as part of our major announcement,” Mr Barrett said.

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