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MEDIA RELEASE



Queensland Firebirds secure Mission Foods as naming rights sponsor

The Queensland Firebirds are thrilled to announce the signing of a three-year naming rights sponsorship deal with one of the world's leading flatbread and corn-based product manufacturers, Mission Foods.

Netball Queensland Chief Executive Officer Cameron O'Hara announced the partnership at the Brisbane Convention & Exhibition Centre earlier today and said the valued three year partnership was a huge step in the right direction for the Queensland Firebirds.

Mission Foods will be the first naming rights sponsor for the Queensland Firebirds since the ANZ Championship began in 2008.

"This exciting partnership between Mission Foods and the Queensland Firebirds truly demonstrates the exceptional growth of netball in Australia and indeed Queensland," Mr O'Hara said.

"This ground-breaking partnership will help the Queensland Firebirds continue to cement their place as one of Queensland's top sporting teams in one of the country's most thrilling competitions – the ANZ Championship"

"We look forward to working with Mission Foods to expand both brands nationally over the next three years."

Mission Foods was established in 1949 and is part of Mexican based group Gruma Corporation, operating in Mexico, the USA, Central and South America and most recently Australia.

Mission Foods is one of the world's leading flatbread and corn flour producers, engaging primarily in the production, marketing, distribution and sale of tortillas corn chips, wraps, flatbreads, corn and wheat flour.

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“We are very excited to be partnering the Queensland Firebirds over the next 3 years”, said Mission Foods Vice President Retail Sales - Asia & Oceania, Matt Forster.

“With a new look team and the outstanding community healthy living message being endorsed by the Firebirds players, we couldn’t be happier to be the major partner,” Mr Forster said.

Netball Queensland President Jan Maggacis said she was delighted to welcome Mission Foods on board in 2010.

“It is an exciting phase in our sport to secure an international company the calibre of Mission Foods for our team as we enter only our third year of the ANZ Championship,” Mrs Maggacis said.

“The Firebirds are great ambassadors and the ANZ Championship has a proven track record in raising brand awareness. We believe our partnership with Mission Foods creates a mutual synergy with great potential for moving to the next level.”

For more information about Mission Foods visit www.missionfoods.com.au

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