



## **MEDIA RELEASE**

### **NEW EFL PRINCIPAL SPONSOR - CHANNEL NINE**

The Eastern Football League is pleased to announce Channel Nine as the league's principal sponsor for the next three years. In a major coup for football in the eastern suburbs of Melbourne, Nine will make a strong commitment to the EFL in 2009 and beyond.

EFL CEO Rob Sharpe was delighted with today's announcement welcoming Channel Nine's sponsorship of the league. "This association with a premier media partner such as Channel Nine is a reflection on the growing recognition of EFL football and its importance in a community sense," Sharpe said.

"It is exciting and indeed commendable that Channel Nine has sought an association with EFL football, Australia's biggest community football league and is prepared to support sport at this local club level."

As part of the partnership, the season's ultimate prize at the end of the division one EFL season will be known as, The Nine News Premiership Cup, and junior inter league squads will be named, The EFL Nine News Development Squads.

Local junior footballers will have the opportunity to meet the stars from Channel Nine's top rating footy shows, through the Channel Nine Super Footy clinic to be held during the school holidays.

Flagship Channel Nine programs such as Nine News, The Footy Show, Sunday Footy Show and Postcards will support major EFL events such as the upcoming All Star Challenge for Bushfire Relief on Sunday March 29.

GTV Managing Director Jeffrey Browne said, "Nine was delighted to be associated with grass roots footy in the Eastern Suburbs. This is where it all happens, junior and senior competition players, battling it out at local venues with community support and now major television network backing."

Channel Nine takes over Principal sponsorship of the league from BJS Insurance Group, who will continue to have a strong relationship with the league and its clubs as a major sponsor in 2009 and beyond.

**For more information contact:**     **Anthony Stanguts**  
  **EFL MEDIA MANAGER**  
Phone:                                 (W) 9762 5766  
  (M) 0413 986 190  
Email:                                   astanguts@efl.org.au

*For more details about the Eastern Football League go to*  
[www.efl.org.au](http://www.efl.org.au)