



Gymnastics Ireland announces three-year sponsorship deal with Nestlé Cereals

European Medallist, Rhys McClenaghan from Bangor, Co. Down and National Junior Gymnast, Meg Ryan from Douglas, Co. Cork were on hand at the National Indoor Arena, Blanchardstown to announce Gymnastics Ireland three-year sponsorship deal with Nestlé Cereals .

The sponsorship will help support the Gymnastics Ireland development programme which caters for all ages and levels of abilities.

Speaking at the launch of the partnership today, CEO of Gymnastics Ireland, Ciaran Gallagher said *'Gymnastics Ireland is proud to have Nestlé Cereals on board. This is a landmark deal for us and really demonstrates the ambition Gymnastics Ireland has to grow the sport throughout the country.'*

"We believe that this investment will enable the further development of the sport and our organisation. We see gymnastics as having a key role to play in the athletic development of young Irish people."

The first Irish gymnast to win a European Championship medal, Rhys McClenaghan, who won last year's Men's Pommel Horse title at the World Cup in Croatia (ranked 14th in the world 2017), said *'This partnership between Gymnastics Ireland and Nestlé Cereals is fantastic for the sport. Gymnastics is such a great sport to be involved with for any young person. As well as teaching you the importance of commitment and dedication, it teaches you skills on and off the floor. It is great for all of us involved in Gymnastics Ireland to have Nestlé Cereals invest in the sport and with their support we can hopefully encourage more and more people to get involved with Gymnastics at whatever level most suitable to them.'*

Aisling Curran, Associate Marketing Manager at Nestlé Cereals Ireland said *'We are very pleased to become the official sponsor of Gymnastics Ireland. This sponsorship is further confirmation of our belief in supporting an active lifestyle.'*

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For further information, please contact:

Nestlé Corporate Comms - nestleukpressoffice@uk.nestle.com

EDITOR NOTES:



Programmes for All: Gymnastics Ireland caters for all levels of abilities and is an inclusive sport, with a membership of over 25,000 participants in 100 clubs across Irish communities nationwide.

- **GymSTART** is a fun and progressive reward-based programme where the focus is on personal achievement. There were 4,000 participants (gymnasts & families/friends) in the GymSTART Challenge events in 2017.
- **The Floor** is an annual showcase event giving gymnasts an opportunity to put on an entertainment spectacle of a floor routine to music. It's a coming together of abilities as it is open to all regardless of level.
- **GymABLE** provides opportunities for people with disabilities whether physical or mental to be part of the Gymnastics family.
- **GymEDGE** is a series of gymnastics based workshops for any coach from any sport designed to develop the complete athlete/ player. To date this has been rolled out through Local Sports Partnerships and with other National Governing Bodies of sport nationwide including GAA, rugby and Swimming.
- **The National Series** encompasses all national level competitive events including the National Championships of all gymnastics disciplines culminating in the National Series Super Championships, a flagship competition where the best of the best gymnasts in Ireland compete from all disciplines, in one single weekend with over 500 gymnasts competing. More than 6,000 gymnasts entered the National Series competitions in 2017.
- **National Awards** is an annual event that is designed to reward those who go above and beyond for the sport during the year be it as a gymnast, a coach, a judge or an administrator.
- **Raising the Bar/Stepping to the Podium:** At the elite end of the sport Gymnastics Ireland are targeting the development of young talented home-grown gymnasts that can become consistent finalists and podium finishers at European, World and Olympic level. The new High Performance Strategy 2020+ was launched in Nov 2017.
- **Providing a safe sport environment:** Gymnastics Ireland invests heavily on an annual basis on a comprehensive policy and welfare development programme which includes areas such as child welfare, Garda Vetting & anti-doping. Gymnastics Ireland is part of Sport Irelands 'Children in Sport' advisory group.