

WORKINGTON TOWN ANNOUNCE NESL SPONSORSHIP DEAL

Workington Town RLFC has announced a lucrative new sponsorship deal for the start of the 2010 season with Nuclear Engineering Services Limited (NESL). NESL who have recently started construction of a new 24,000ft assembly and test facility in Beckermest are to be the Championship one clubs new main sponsor for the next 3 years.

Announcing the new sponsorship, club chairman David Bowden stated "This is a major sponsorship deal for our club, not just in terms of the significant financial input but also the long term development of the club. NESL will not only become the main club's sponsor, with their logo on Town's new 2010 kit to be launched this week, but will provide a long term investment in our community programmes and our developing scholarship set up. This is a clear demonstration of their commitment to the area."

Club director Tony Boyd, who arranged the initial meeting added, "It was clear from our first meeting that Brett (Brett Cooper, CEO of NESL) and Jim (Jim Nelson Sellafield Sites Facilities Manager) appreciated the importance and strength of Rugby League in West Cumbrian culture. NESL quickly realised the benefits to the company of being associated with Workington Town. We are absolutely delighted to secure such an agreement with a progressive company that views it's presence in West Cumbria as being long term and who wished to invest in the community".

Expressing his delight in the deal, Brett Cooper commented "When NESL heard of the opportunity to sponsor Workington Town we were extremely keen to support such an integral part of the West Cumbrian community. With the construction of our new facility in the local area and support of the local residents we were keen to give something back to the people of West Cumbria in not only supporting the first team, but also in sponsoring the scholarship setup. We see West Cumbria as a key area for development of NESL and by supporting Town hope that we can give something back to a community that offers us so much potential".

NESL's new facility is due for completion in JULY 2010 and will offer numerous employment opportunities for skilled engineering, assembly and test personnel. Please keep an eye on www.nes-limited.com for employment opportunities.

Town launched the design of their new kit by getting it painted on the bodies of players Jack Pedley and Liam Finch.

Nineteen-year old student Sarah Dempsey, of Workington, who is studying for a National Award for Art and Design at the Lakes College, Lillyhall, was in charge of the body painting.



Picture: Town Players Jack Pedley and Liam Finch at the sponsorship and new kit launch.